



# OPERATION

# BoatSmart

# **Operation BoatSmart Planning and Implementation Guidance**

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# Operation BoatSmart Planning and Implementation Guidance

**NOTE:** Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all Operation BoatSmart (OBS) partners within their respective Areas of Responsibility (AORs) on all mutually-agreed upon initiatives contained within this document. For all other Operation BoatSmart partners, this document offers planning and implementation guidance only, unless specifically directed by appropriate authorities within their respective organizations.

- 1. PURPOSE.** This document establishes the Planning and Implementation Guidance for Operation BoatSmart. This document includes all planning recommendations agreed upon by the major coalition partners. Each partner is responsible for the implementation of agreed-upon strategies within that partner's organizational structure. It is understood that some organizations have no direct authority over their members; for them, implementation of agreed-upon strategies will be through actively encouraging their respective members to engage in as many of these strategies as possible.
- 2. SITUATION.** Operation BoatSmart (OBS) is a combined and coordinated effort of the National Association of State Boating Law Administrators (NASBLA) and its state partners, the National Safe Boating Council (NSBC), the U.S. Coast Guard and Coast Guard Auxiliary (USCG and USCGAUX), the U.S. Power Squadrons (USPS), and the National Water Safety Congress (NWSC). The coalition's goal is to reduce recreational boating deaths on our nation's waterways. The above-named partners have agreed to work as a coalition to promote a common boating safety message, greater "presence" with the boating public, and synergy of effort in recreational boating safety operations. The partners have agreed to reach out to other stakeholders in industry, business, recreation, and government to make boating safer. The coalition's goal is a measurable positive change in boater behavior over the next three and a half years. The partners believe this change, including increased PFD wear, an increase in the number of boaters taking boating

safety classes and receiving vessel safety checks, and a decrease in the number of accidents involving alcohol use, will result in fewer boating deaths in the future.

**a. Resources.** We have identified the following specific resources to advance our Operation BoatSmart objectives.

- (1) Coast Guard Area and District Commanders have committed active duty and Reserve forces within their respective areas of responsibility (AORs) to be used within the scope of the operation for various initiatives mutually agreed upon at the local level. They have also tasked their respective staffs to provide a project officer or point of contact (POC) for Operation BoatSmart. (For Districts, this may be the District RBS specialist or another staff member.) The Atlantic Area OBS Project Officer is responsible for the planning and coordination of the project. Coast Guard Headquarters (G-OPB) has agreed to develop and provide Operation BoatSmart materials (literature, stickers, and other small items for giveaways) at minimal or no cost to all partners subject to the availability of funds. Both Area Commanders will direct their subordinate commands to authorize the liberal use of Coast Guard facilities, boats, aircraft, etc., for joint operations and BoatSmart-related activities.
- (2) The Coast Guard Auxiliary has committed the entirety of its over 34,000 members to be used in Operation BoatSmart for any initiatives agreed upon by the coalition. The Coast Guard Auxiliary has appointed an Auxiliary OBS National Coordinator to assist and advise the Atlantic Area OBS Project Officer and to coordinate Auxiliary efforts. It has also appointed an Executive Agent from the National Executive Committee to oversee Auxiliary OBS planning and execution. The Coast Guard Auxiliary has committed its Vessel Examiners and Boating Safety Course Instructors, State Liaison Officers, Marketing and Public Affairs officers, District and National Commodores, and Flotilla Commanders, especially those in inland areas, to assist all OBS partners in meeting the objectives of the operation.
- (3) The National Association of State Boating Law Administrators (NASBLA) has committed the efforts of its Executive Board and its full-time staff at NASBLA Headquarters to be used in Operation BoatSmart for any initiatives agreed upon by the coalition. NASBLA will encourage State BLAs to consider instituting Operation BoatSmart strategies within their respective states. NASBLA will do this through word of mouth and in print through NASBLA's magazine, *Small Craft Advisory*, and the NASBLA web site. NASBLA will also provide assistance through periodic Futures Forums, a NASBLA-sponsored event that focuses attention on trends, advances and issues in recreational boating. The NASBLA Executive Board will design and approve a variety of model acts based upon OBS principles and encourage members to adopt them in their states. NASBLA will openly encourage its members to commit to a spirit of cooperation and coordination

with all OBS partners. The NASBLA President will serve as the OBS Point of Contact or POC for NASBLA.

- (4) The United States Power Squadrons (USPS) has committed its 60,000 members in 450 squadrons to fully support the principles of Operation BoatSmart at all levels of the organization. The USPS has appointed an USPS National Project Officer to assist and advise the Atlantic Area OBS Project Officer. The National project Officer will also serve as USPS Point of Contact, coordinating USPS OBS activities and distributing information. The USPS National Executive Officer will exercise oversight authority over all USPS activities in support of OBS. USPS has committed its Vessel Examiners and Boating Safety Course Instructors, State Liaison Officers, Marketing and Public Affairs officers, District and National Chief Commanders, and Squadron Commanders, especially those in inland areas, to assist all OBS partners in meeting the objectives of the operation.
- (5) The National Safe Boating Council (NSBC) has committed the efforts of its Board of Directors and its full-time staff at NSBC Headquarters to be used in Operation BoatSmart for any initiatives agreed upon by the coalition. NSBC will encourage the over 300 businesses, associations, and organizations that are members of the NSBC to become a part of Operation BoatSmart. NSBC has several resources that it will use in the OBS effort: a well-known web site, annual safe boating kits distributed nationwide, and activities during the annual kickoff of the North American Safe Boating Campaign. In conjunction with the National Water Safety Congress, NSBC will also provide assistance through its annual International Boating and Water Safety Summit. The NSBC Executive Director will serve as OBS POC for NSBC.
- (6) The National Water Safety Congress (NWSC) has committed the efforts of its Board of Directors to be used in any initiatives agreed upon by the coalition. NWSC will encourage its members, consisting of regulatory agencies, land and waterways management agencies, members of the U.S. Army Corps of Engineers, and others, to become a part of Operation BoatSmart themselves and to commit to a spirit of cooperation and coordination with all OBS partners. The NWSC will do this through its newsletter, *The Water Safety Journal*, and its web site. In conjunction with NSBC, NWSC will also provide assistance through its annual International Boating and Water Safety Summit. The President of the NWSC will serve as the OBS POC for NWSC.
- (7) The coalition expects commitment of additional resources from other agencies, organizations, associations, and businesses that agree to support or join the operation. These commitments will be determined in Memoranda of Agreement (MOAs) and/or action plans to be developed later. All agreements with other organizations, business associations or agencies in

the name of Operation BoatSmart will require approval from the planning partners named above before they become effective.

**b. Planning Points of Contact.** (See **Appendix D.**)

- 3. MISSION.** The mission of Operation BoatSmart is to prevent boating fatalities by changing boater behavior through targeted education, outreach, and law enforcement developed in partnership with boating safety-related agencies, organizations, and stakeholders.

**a. Goals and Performance Measures.** OBS partners have agreed on a number of goals and performance measures, which taken together, would indicate a significant positive change in boater behavior over the three and a half years of the operation. The partners believe this change will prevent recreational boating deaths in the future. Operation BoatSmart has determined several performance measures to indicate signs of a cultural shift in the recreational boating community. These performance measures include:

- (1) A significant increase in the observed PFD wear rates of boaters over the next three years and a half years, particularly among boaters considered most at risk for fatalities.
- (2) A significant increase in the number of PFDs sold across the country, in particular, inflatable PFDs.
- (3) A significant increase in the number of boaters taking boater education courses, particularly among boaters who are considered most at risk for fatalities.
- (4) A significant increase in the number of boaters requesting vessel safety checks, particularly from those boaters who are considered most at risk for fatalities.
- (5) A significant decrease in the number of fatalities due to improper boat maintenance.
- (6) A significant decrease in the number of accidents and fatalities involving alcohol use over the next three and a half years.

**Performance Measure 1: A significant increase in the observed PFD wear rates of boaters over the next three years, particularly for boaters who are considered most at risk for fatalities.**

The largest single factor in recreational boating fatalities is lack of personal flotation device use. In 1998, eight out of ten victims in fatal boating accidents were not wearing PFDs. Considering that 70% of all boating deaths are the result of drowning, the number of fatalities could be significantly reduced by increased PFD use. Further evidence of PFD effectiveness comes from analysis of accident data and a recently conducted PFD wear rate study. Although PWCs are historically involved in as many accidents as open motorboats, more than five times as many deaths occur in open motorboats. A

significant factor in this difference is boaters on PWCs have an observed PFD wear rate of 97% while boaters on open motorboats have an observed wear rate of 21%.

Operation BoatSmart will use information from the 1998 National PFD Wear Rate Study as the baseline for observed PFD wear rates. Baseline information, which was first collected in 1997, was collected again in 1999 to see if there had been any appreciable changes in PFD wear rates. The results showed no change from the earlier study despite the efforts of numerous organizations to specifically focus on wearing PFDs as their primary safety message to boaters. The study included observations on the age and gender of boaters, type of watercraft and activity, body of water (river, lake, bay, coastal, etc.), and weather conditions. Overall, the study concluded that boaters wore PFDs only about 23% of the time. If persons on personal watercraft were excluded (nearly all of whom wear PFDs), the observed wear rate for all other craft drops to 17%.

Operation BoatSmart will request that a follow-up study be conducted in 2002 and 2004 to determine if boater behavior has changed with regard to the wearing of PFDs while on the water.

*This performance measure will be the single most important measure of success for the duration of Operation BoatSmart.*

**Performance Measure 2: A significant increase in the number of PFDs sold across the country; in particular, inflatable PFDs.**

A secondary measure, but still significant in signaling a possible change in boater behavior would be a marked increase in the number of PFDs sold over the next three years, particularly among inflatable PFDs. The assumption is that a marked increase in sales suggests that more boaters are hearing the message about PFDs. Sales of inflatable jackets are particularly telling because the Coast Guard and other organizations have not endorsed the use of inflatable PFDs until very recently. A major thrust of Operation BoatSmart will be to fully support and openly advocate the use of inflatables to the boating public. Inflatables are far more comfortable to wear than regular Type III PFDs; they are also far more expensive than other types of PFDs. Operation BoatSmart makes the assumption that boaters who are willing to buy inflatables are more likely to use them, both because they are easier to wear and because their expense makes them more "valuable" to the boater.

Operation BoatSmart will test this assumption by working with PFD manufacturers and distributors to determine whether there is a significant increase in the number of PFDs sold over the next three and a half years, and, in particular, in the number of inflatable PFDs sold. Our goal is to significantly increase PFD sales in the next three years, and to significantly increase the percentage of inflatable PFD sales compared to the total number of PFDs sold

in the same time frame. Market penetration with respect to inflatable PFDs is a key element of this goal. The coalition will engage in actions to boost sales of inflatable PFDs to five million during the period of this operation.

**Performance Measure 3: A significant increase in the number of boaters taking boater education courses, particularly among boaters who are considered most at risk for fatalities.**

A most interesting and telling statistic is that 88% of fatalities occurred on boats where the operator had not completed a boating safety education course. According to exposure data, boat operators who had not received safety training had a fatality rate of approximately .14 per million hours of exposure time. Conversely, during 1998 those operators who had received at least some training over the previous ten years had an approximate fatality rate of just .03 deaths per million hours of exposure. Put another way, an “untrained” boater is five times more likely to be involved in a fatal accident than someone who has completed a boating safety course within the last ten years.

Operation BoatSmart assumes that operators who understand navigation rules are more likely to operate in accordance with those rules when confronted with a situation where quick actions are needed. In other words, education will cause a positive change in boaters’ behavior.

The partners will measure this indicator using existing databases in the Auxiliary, USPS and the states. The Auxiliary’s goal is to increase the number of boaters taking Coast Guard Auxiliary courses by 30% for the period 2001-2002. Over the course of the operation, the Coast Guard Auxiliary plans to achieve a 40% increase in the number of boaters taking boater education courses from that in the year 2000. Existing databases will allow the Auxiliary to determine the percentage of its students that comprise high-risk boater populations.

The goal within the U.S. Power Squadrons is to teach one public boating student per active member per year. Existing data will allow USPS to determine its progress towards this goal.

**Performance Measure 4: A significant increase in the number of boaters requesting vessel safety checks, particularly from those boaters who are considered most at risk for fatalities.**

Accident information currently available appears to indicate that boaters who have received a Vessel Safety Check (VSC) decal (or previously, a Courtesy Marine Examination or CME) are less likely to be involved in a boating incident or accident than boaters who have not. The VSC program is valuable not just because boaters who “pass” have the right safety equipment onboard at the time of the inspection, but because for many boaters and their families this may



be the only opportunity for the boating safety community to personally deliver a boating safety message.

The Coast Guard Auxiliary has revamped and greatly expanded its vessel examiner program to include the U. S. Power Squadrons. In the near future several states will also become VSC providers. The Auxiliary believes steps to increase the number of VSC providers are necessary in order to reduce boating accidents in the future. (See Performance Measure 5 below.) The VSC program is an important first step in raising boater awareness about safety on the water. It is an easy and effective way to engage the entire family in safety awareness, which may not happen in programs that are designed to reach the boat operator alone.

The Auxiliary has a nationwide goal among all providers to perform 200,000 VSCs in 2001 and 250,000 in 2002. This amounts to an over 100% increase for 2001 compared to the previous year. Existing databases will be used to measure this indicator.

**Performance Measure 5: A significant decrease in the number of fatalities due to improper boat maintenance.**

The National Boating Accident Report Database (BARD) clearly indicates that improper boat maintenance is a contributing factor in numerous boating accidents. Boat maintenance issues include:

- failure to ventilate,
- lack of proper lights,
- equipment failure,
- hull failure, and
- ignition of spilled fuel/vapor and machinery failure.

In many cases a Vessel Safety Check examiner could assist boaters by providing information and advice on boat maintenance, identification of potential problems or defects, and information on recommended safety equipment beyond the minimal federal and state requirements.

Improper boat maintenance can result in deadly consequences. For example, each year boaters are injured or killed by carbon monoxide. Most occur on older boats, and within the cabin or other enclosed areas, such as the exhaust area near the waterline of certain houseboats. Virtually all of these poisonings are preventable. As boaters demand more power-generated luxuries on their vessels, this problem is bound to grow worse. Vessel examiners can emphasize the importance of scheduling regular engine and exhaust system maintenance inspections by experienced mechanics. They can provide educational materials that highlight carbon monoxide sources, symptoms and actions that should be taken, e.g. installation of carbon monoxide detectors, etc.

Each year, many accidents occur the first time the vessel goes out for the season because drain plugs are left open, fuel left in the engine over the winter has gone bad, seams have opened due to dry rot or temperature changes, or other maintenance issues. OBS partners will make a concerted effort to inform boaters about proper boat maintenance and other safety issues prior to the start of the boating season through media outreach, VSC blitzes, and other public forums.

**Performance Measure 6: A significant decrease in the number of fatal recreational boating accidents involving alcohol use over the next three years.**

In 1998, alcohol use was involved in approximately 27% of fatal recreational boating accidents nationwide. OBS partners believe they could significantly reduce these deaths by raising public awareness about the dangers of drinking and boating. Unlike “designated driver” programs on land, alcohol consumption by passengers on a vessel can be just as deadly as consumption by the operator. In fact, the majority of alcohol-related deaths involve falls overboard, not collisions. The coalition believes changes in the public’s attitude about drinking and boating along with strong BUI enforcement are needed to reduce alcohol-related accidents. The coalition will work to raise public awareness on this issue and to ensure that law enforcement is a priority within the partnership. The OBS coalition will actively encourage Federal, state and local law enforcement authorities to design strategies that include joint or coordinated patrols and effective procedural agreements among the parties for arrest and prosecution of BUI suspects.

Operation BoatSmart will search for recent studies that may give an indication of current public attitudes toward drinking while boating. If found, the coalition will request a follow-up study following the conclusion of the operation. However, the partners believe other measures can also be used as an indicator that attitudes have changed. The Atlantic area OBS Project Officer will examine existing databases over the course of the operation to see if the number of BUI arrests goes **down** in comparison to the number of patrols in given areas. The Project Officer will particularly look for patterns in BUI arrests in areas where there is extensive outreach compared to areas where there is not. Another indicator that alcohol consumption on the water is on the decline can be found in accident information. Since non-fatal accidents involving alcohol tend to be underrepresented in boating accident statistics (especially when there are no serious injuries involved), only fatal accidents will be examined. Operation BoatSmart will use existing databases and information provided by the Coast Guard and the states to measure this indicator.

- b. Focus.** The partners believe the way to make boating safer is to make boaters think more about safe boating. This means raising awareness about preventive measures, the importance of wearing a PFD at all times, navigating safely on

the water, proper boat maintenance, and for both operators and passengers to stay sober out on the water.

- c. Local and Regional Coordination.** Operation BoatSmart partnering includes efforts at the local, state, and regional levels. The goal will be to combine and/or coordinate appropriate existing resources at each level to focus attention, educational effort and law enforcement on those areas, times, vessel types and boater activities that have been determined through local and regional statistical data to be at high risk for fatalities.
- d. National Coordination.** Partners will also work at the national level to increase public awareness and change boater behavior and culture through outreach to the media, manufacturers and vendors, and other interested parties. A major emphasis will be to engage major retailers, manufacturers, and boating safety and other stakeholders at the national level to support and participate in a variety of OBS initiatives. Internally, the partners will work to encourage member participation in OBS initiatives at all levels.
- e. Continuation of Efforts beyond the Length of the Campaign.** The partners believe a continued effort of cooperative strategies beyond the duration of the campaign will help sustain a behavioral change among the boating public. Therefore, the partners will encourage continued support of BoatSmart-type efforts following the conclusion of Operation BoatSmart. OBS partners will determine as the operation progresses whether the timeframe for the operation should be expanded.

#### **4. EXECUTION.**

- a. Concept of operations.** Operation BoatSmart is a combined and coordinated effort by a coalition of boating safety-related agencies and entities to share resources and strategies and to coordinate efforts to prevent recreational boating fatalities, thereby enhancing the recreational boating experience. The campaign will focus resources and strategies on those areas, times, types of vessels and activities determined to be at high risk for fatalities.
- b. Principles.** The four principles accepted by all Operation BoatSmart partners are:
  - **Wearing PFDs saves lives;**
  - **Boater education saves lives;**
  - **Safe boats (properly outfitted and maintained vessels) save lives; and**
  - **Safe and sober boating saves lives.**
- c. Cooperative efforts.** The OBS partners will work closely together at the national, regional, state, and local levels to coordinate joint and/or tandem operations and appearances whenever and wherever possible. Coalition members will ensure all partners are kept informed of plans for boating safety

activities and included in the coordination of those programs. The coalition will convey a common safety message to the public whenever possible, using the Talking Points adopted by all partners at the national level.

- d. Executive level intent and vision.** The intent of the partners in the Operation BoatSmart coalition is to combine our resources whenever and wherever possible at the national, regional, state, and local levels and to concentrate on articulating a common safety message in order to create synergy of effort and make our message more powerful. The partners believe by combining their resources and coordinating strategies the partners can increase boater awareness and effect a positive change in boater behavior. The partners also believe that significant and sustained outreach to the media, vendors, and other organizations and stakeholders is essential in carrying out their mission; the partners therefore plan to include these organizations whenever possible. The partners believe increased boater awareness and education will mean fewer accidents, injuries and deaths on the water. The overall vision is to reduce recreational boating deaths on our nation's waterways.

**e. Tasks/Requests to field commands and local, state, and regional levels.**

Continuing planning efforts will be aimed at:

- (1)** Identifying all possible strategies to accomplish the Operation BoatSmart mission at the field level,
- (2)** Evaluating each strategy to determine if it is adequate (accomplishes the mission), feasible (allows for the accomplishment of the mission with available resources), and acceptable (worth the estimated cost or risks), and then
- (3)** Comparing those strategies to determine the best courses of action to be implemented at the field level.

The following tasks (for Coast Guard field commands only) and requests (for all other OBS partners at the regional, state, or local level) are intended to encourage continued evaluation of various strategies developed at the field level to determine whether they remain suitable for accomplishing the OBS mission. Strategies that may work well in one part of the country or for one type of boater may not work at all in other areas or with other types of boaters. Therefore, OBS asks its partners to first identify what boater populations should be targeted in a given area, and then identify the strategies that offer the best opportunities to reach that particular boater population. The success of OBS depends on continued communication and evaluation and modification of outreach programs among partners at the field level throughout the operation.

**NOTE: Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For all other Operation BoatSmart partners and regional, state or field units, this document offers planning and implementation guidance only, unless specifically directed by appropriate authorities within their respective organizations.**

- (1) U.S. Coast Guard field commands within the Operational (or Area) Commanders' areas of responsibility have been directed to ensure that Operation BoatSmart is incorporated as a priority mission at all levels in order to meet organizational performance goals concerning recreational boating. These performance goals include the reduction of recreational boating deaths to 720 or fewer (using OMB statistical measures) per year starting in 2001. (Projected figures on recreational boating deaths are approximately 700 in 2000.) Specifically, District Commanders shall ensure:
  - (a) That Operation BoatSmart receives the appropriate level of planning and coordination at the District level and that the importance of the BoatSmart operation is articulated to subordinate commands,
  - (b) That the RBS specialists in their respective Districts receive the full support of all District staff elements in the planning and implementation of BoatSmart initiatives, and
  - (c) They provide appropriate and useful representation (at a level commensurate with the given forum) when invited to conventions and forums of other OBS partners within their respective AORs in order to strengthen the OBS partnership.

Additional guidance is continued in Appendix B, Tab A of this document.

- (2) Regional, state, and local units of other OBS partners have been asked to:
  - (a) Assist in delivering the input and consensus needed by all stakeholders for planning outreach strategies,
  - (b) Attend all local, state, and/or regional planning meetings as appropriate, providing useful input regarding possible or current strategies to accomplish the BoatSmart mission,
  - (c) Make every effort to attend any conventions and forums of other OBS partners when invited in order to strengthen the OBS partnership, and
  - (d) Commit to additional programs and initiatives as outlined in their respective tabs in Appendix A following this document.

- (3) Local or regional divisions of other organizations who come in to the coalition will be asked to agree to the above noted requests along with any other mutually agreed upon programs and initiatives.
- f. Agreements with support and headquarters units/executive committees and OBS Project Officers.** (See tabs for each organization under **Appendix A** for more information.)
- (1) U.S. Coast Guard Headquarters program managers have agreed:
    - (a) To support Operation BoatSmart and “preventive SAR” as priorities for the Operations Directorate;
    - (b) The Commandant (G-OPB) will actively seek formal Administration support for legislation that funds the State RBS Grant Program as a permanent appropriation at levels that permit continued enhancements to State boating safety programs.
    - (c) The Commandant (G-OPB) will administer a grant awarded to the NASBLA in 2001 for an RBS Needs Assessment study to determine specific boating safety needs at the State and local levels.
    - (d) Although every grant proposal must compete for funding based on the merits of the proposals relative to one another and in light of programmatic priorities and the availability of funds, the Commandant (G-OPB) intends to support efforts to gather data on observed life jacket wear rates over the duration of Operation BoatSmart and thereafter.
    - (e) The Commandant (G-OPB), subject to the availability of funds, will provide funds for literature, outreach materials, and giveaway items deemed worthwhile by G-OPB and supported by the partners. G-OPB will provide financial assistance for the printing, ordering, and distribution of BoatSmart items as warranted, based upon mutually agreed-upon products ordered in support of the partners’ efforts and availability of funds.
      - For example, the creation of a recognizable logo and graphics for use in printed materials and incentive items is under review. One idea is to print the Operation BoatSmart logo on flags that can be flown at participating marinas, vendors and at locations performing vessel safety checks and/or boater education courses.
      - Another idea is to print the Operation BoatSmart logo on waterproof vinyl pouches used to hold vessel documents on board a recreational boat. These pouches could be incentives for boaters who pass boater education courses or have successful safety boardings.
      - The Operation BoatSmart logo could also be used on vendor coupons for discounts on life jackets, safety equipment, or on restaurant coupons given as incentives for life jacket wear.
    - (f) The Commandant (G-OPB) will coordinate and facilitate support for the Operation BoatSmart media plan in order to assume its synergistic integration with ongoing RBS media campaigns. For example,

Commandant (G-OPB) will support coordination of Operation BoatSmart messages and outreach by agreeing to fund travel by Public Affairs Officers to attend a planning meeting. The Commandant (G-OPB) will evaluate the feasibility of developing an Operation BoatSmart press kit with video clips for use by Public Affairs Officers when events or boating cases warrant the expansion of a news story with BoatSmart messages.

- (g) The Commandant (G-OPB) will provide an agreed-upon pre-determined budgeted amount of funds to support specific travel by the partners to attend meetings as necessary for implementation of various initiatives.
  - (h) The Commandant (G-OPB) will continue to support the Marine Patrol Officer Course at Yorktown, VA, and, subject to availability of funds and competing program priorities, will fund travel by MPOC instructors to attend conventions, forums, and BLA workshops. The Commandant (G-OPB) will evaluate feasibility for expanding the MPOC course at Yorktown to permit the training of a larger number of State law enforcement officers.
  - (i) The Commandant (G-OPB) will consider funding prevention activities in certain inland regions where there are little or no stationed active duty Coast Guard members, potentially including the establishment of Boating Safety Strike teams or other programs on a trial basis when supported by the relevant regional Operational Commanders and the State BLA concerned.
  - (j) The Commandant (G-OPB) will coordinate its efforts with the Operation BoatSmart partners in extending appropriate outreach nationally to the media, industry, and the boating public. To maximize the use of Internet and intranet capabilities, Commandant (G-OPB) will explore the use of contractors who create professional on-line information exchanges for the media and the public on a specific Operation BoatSmart site. Commandant (G-OPB) will support the creation of appropriate recognition and appreciation for partners and their subsequent partnering organizations. For example, the establishment of letters of appreciation, trophies, and opportunities for awards and prizes for volunteers will be under review as needed to sustain the Operation BoatSmart efforts over time.
- (2) The Coast Guard Atlantic Area Operation BoatSmart Project Officer and Coast Guard LANTAREA and PACAREA POCs will:
- (a) Develop executive-level planning documents, "Talking Points" and other agreements and Memoranda of Agreement or Understanding (MOUs or MOAs) to support OBS.
  - (b) Conduct planning meetings with state/regional OBS stakeholders. Request Coast Guard funding support as appropriate.
  - (c) Create and maintain a website for use by all OBS stakeholders and other interested parties. The web site will convey the BoatSmart message to stakeholders and allow OBS partners to share information

with others in the coalition for correspondence and development of the Planning Guidance and other documents as needed.

- (d) Work with Area Public Affairs Offices to develop and issue appropriate OBS press releases, videos, and marketing materials for OBS initiatives.
  - (e) Work closely with RBS specialists and others at Coast Guard Districts within their respective Areas, assisting them in the implementation of agreements and partnership outreach within their respective AORs. Request funding for District-level planning meetings and materials requested by the Districts for OBS initiatives.
  - (f) In coordination with other OBS partners, engage other stakeholders, such as government agencies, insurance companies, major manufacturers and boating associations, etc., to make them aware of the Operation BoatSmart mission and invite their participation and support. Coordinate with OBS major partners to approve agreements with other stakeholders in support of Operation BoatSmart.
  - (g) Speak and represent Coast Guard interests at national, regional or other conferences of Operation BoatSmart coalition members or other stakeholders whenever possible regarding the BoatSmart mission and status of the operation.
- (3) Other OBS partners at the national level, including the U.S. Coast Guard Auxiliary (USCGAUX) National Committee, U.S. Power Squadrons (USPS) National Bridge, National Association of State Boating Law Administrators (NASBLA) Executive Committee, National Safe Boating Council (NSBC) Board of Directors, National Water Safety Congress (NWSC) Board of Directors, and executive committees have agreed to the following in support of the operation:
- (a) Assist in coordinating planning meetings with other OBS planning partners and with national and regional OBS stakeholders within their respective organizations.
  - (b) Provide information for use by the OBS Project Officer on the Operation BoatSmart web site.
  - (c) Work closely with their field units as appropriate, assisting them in the implementation of agreements and partnership outreach within their respective AORs.
  - (d) Assist their respective OBS Project Officers in coordinating with planning partners to engage stakeholders, such as government agencies, insurance companies, major manufacturers and boating associations, etc., to make them aware of the OBS mission and invite their participation and support. Work with OBS planning partners to approve agreements with other stakeholders in support of Operation BoatSmart.
  - (e) Speak and represent their respective organizations' interests at national, regional or other conferences of OBS coalition partners or other stakeholders whenever possible regarding OBS missions and status of the operation.



- (4) All OBS POCs for coalition partners will be requested by their respective organizations to:
- (a) Assist the OBS Project Officer in the development of executive-level planning documents and other agreements and Memoranda of Agreement/Understanding (MOAs/MOUs). POCs should be able to attend meetings with all stakeholders at the appropriate level for their input and consensus, develop the appropriate documents stating the agreements, and provide the appropriate planning and implementation guidance to others in their respective organizations for their use.
  - (b) Participate in planning meetings with other OBS stakeholders as representatives of their respective organizations.
  - (c) Assist the OBS Project Officer by providing information from their respective organizations on the Operation BoatSmart web site.
  - (d) Share information to members of their respective organizations through newsletters, presentations, and information on their organizations' respective web sites.
  - (e) Work closely with field units within their respective organizations, assisting them in the implementation of agreements and partnership outreach within their respective AORs.
  - (f) Work with the Coast Guard OBS Project Officer and other partners to engage other stakeholders, such as government agencies, insurance companies, major manufacturers and boating associations, etc., to make them aware of the OBS mission and invite their participation and support. Coordinate with OBS major partners to approve agreements with other stakeholders in support of Operation BoatSmart.
  - (g) Speak and represent their respective organizations' interests at national or regional or other conferences of OBS coalition partners or other stakeholders whenever possible regarding OBS missions and status of the operation.

**g. Coordinating instructions.** The following is the time line for the operation. This time line may be changed by the coalition as the operation progresses.

- (1) Outreach Phase (May 2001-May 2004) – other potential partners and/or stakeholders will be identified to participate in the operation.
- (2) Awareness Phase I (24 May 2001-31 August 2001) -- all OBS partners at all levels will be out in force to raise public awareness about the operation and its key goals and principles.
- (3) Implementation Phase I (24 May 2001 through 01 May 2003) – implement strategies targeting high-risk boaters as identified by field commands.
- (4) Assessment Phase (1 October 2002 -- 28 February 2003) – conduct a preliminary study on the performance of the partnership, determine any

measurable changes in boater behavior, and make formal recommendations to modify OBS operations to better reach target boater populations. (The report will be included as part of the Coast Guard package submitted to Congress during the Wallop-Breaux Trust Fund Reauthorization Hearings.)

- (5) Implementation Phase II (1 May 2003 -- 31 January 2005) -- implement operations adjusted to reflect findings of performance measurements gathered in the Assessment Phase.
- (6) Analysis Phase (01 October through 31 January 2005) -- consists of a formal study of boater behavior, along with a second assessment report with recommendations.

**f. Planning Assumptions.** Based on an understanding of how the partners' interface and budgetary, legal, and jurisdictional constraints, the partners make the following assumptions for planning purposes. OBS partners are asked to work within these planning assumptions as strategies are identified and implemented:

- (1) Planning partners will work with existing resources. For example, there are no long-term goals to increase the number of Coast Guard stations in inland areas or to increase the number of permanent billets or personnel in the Coast Guard in order to meet the objectives of this operation. State BLAs and other partners will most likely have similar constraints on resources.
- (2) Some funding may be available on a case-by-case basis through Coast Guard Headquarters (G-OPB). OBS partners will work together to carefully select those programs or initiatives that seem to offer the most return for the investment when requesting funds for OBS initiatives.
- (3) Some partnerships are more active than others are. Coalition members are encouraged to build on existing relationships and attempt outreach to new partners, but to not get bogged down in outreach efforts to the detriment of implementation schedules.
- (4) Whenever possible, existing databases will be used to determine OBS measures of effectiveness. In a few cases, modifications to existing databases have been requested to provide additional information, but no new databases have been requested or will be developed. The OBS Project Officer has asked that the Coast Guard's 4100 form used by boarding officers be modified to include information on observed PFD wear. USCGAUX and NASBLA are working together to modify the recommended accident reporting form to include information on whether the boat operator has a VSC decal or has taken a boater education course.

- (5) Reports will be based on the normal reporting procedures. These reports (or pertinent information therefrom) should be forwarded to the appropriate OBS Point of Contact (POC) for that partner. The POC will then forward pertinent information to the Operation BoatSmart Project Officer for inclusion in appropriate status reports. OBS activities will be measured based on measurements taken for the period beginning on or after 1 January 2001, as determined by partner record-keeping capabilities.
- (6) Operation BoatSmart will not ask any partner to engage in activities for which that partner is constrained by regulation or policy.

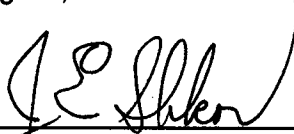
## **5. ADDITIONAL INFORMATION.**

- a. **Targeted Areas, Activities, Vessel Types, and Times.** See **Appendix A -- Identified High-Risk Areas and Boater Groups by State.**
- b. **OBS Partner Organization Descriptions and Participation.** See tabs under **Appendix B.** Additional partners may be included in later revisions.
  - (1) **Coast Guard: Tab A**
  - (2) **Coast Guard Auxiliary: Tab B**
  - (3) **National Association of State Boating Law Administrators: Tab C**
  - (4) **National Safe Boating Council: Tab D**
  - (5) **U. S. Power Squadrons: Tab E**
  - (6) **National Water Safety Congress: Tab F**
- c. **Outreach Strategies.** See tabs under **Appendix C.**
  - (1) **Media and Public Affairs Plan: Tab A**
  - (2) **Vendor and Organization Outreach: Tab B**
  - (3) **Support Strategies: Tab C**
  - (4) **Awareness/Educational Strategies: Tab D**
  - (5) **Enforcement Strategies: Tab E**
  - (6) **Legislative Strategies: Tab F**
- d. **OBS Points of Contact.** See **Appendix D – Directories.**

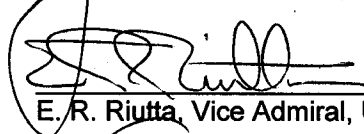
## Operation BoatSmart Planning and Implementation Guidance

- e. **OBS Commitment.** We the undersigned leaders of the Operation Boat Smart partnership agree to the guidance and intervention strategies outlined in this plan.

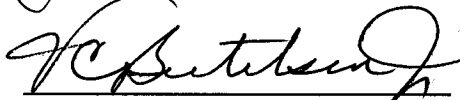
Signed,



J. E. Shkor, Vice Admiral, USCG Atlantic Area



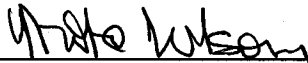
E. R. Riutta, Vice Admiral, USCG Pacific Area



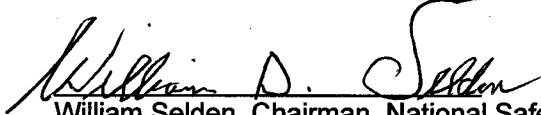
V. C. Bertelsen, Jr., USCG Auxiliary National Commodore



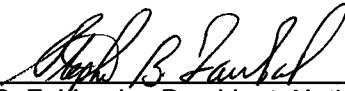
L. J. Jensen, Chief Commander, U.S. Power Squadrons



J. M. Wilson, President, National Association of  
State Boating Law Administrators



William Selden, Chairman, National Safe Boating Council



S. B. Fairbanks, President, National Water Safety  
Congress

# **APPENDIX A**

## **State-by-State Identification Of High-Risk Areas And Boater Groups**

The following have been identified by RBS specialists and others as areas, activities, boater or vessel types and boating times on which the partners may want to focus resources and attention. The information below is based on accident and other relevant information in that state, and is meant as a starting point for identifying possible intervention strategies in a given area. Other high-risk boater groups or areas in the states may be identified as the operation progresses. In some cases, boater activities or vessel types have been identified not because they have the highest fatality rates compared to other activities or vessel types, but because they are the predominant boater or vessel type in the area. Targeted boater populations or areas may be modified by OBS partners at the field level based on their understanding of boaters in their areas.

### **Alabama**

Areas: North end of Tennessee River System, Lakes Logan Martin and Jordan, Gulf Coast from Gulf Shores to Orange Beach  
Activities: fishing, other  
Vessel types: open motorboat

### **Alaska** (To be completed by Coast Guard Pacific Area)

Areas:  
Activities:  
Vessel types:

### **Arizona** (To be completed by Coast Guard Pacific Area)

Areas:  
Activities:  
Vessel types:

### **Arkansas**

Areas: Lake Hamilton and Grenn's Ferry, Bull Shoals, and Beaver Lakes  
Activities: fishing, hunting, other  
Vessel types: open motorboats, PWCs, canoes/kayaks

**California** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

**Colorado**

Areas: Chatfield, Cherry Creek, Pueblo, Highline, Boyd Lake, all reservoirs

Activities: fishing, paddle sports

Vessel types: open motorboats, canoes/kayaks, rowboats

**Connecticut**

Areas: bodies of water in central and western part of state

Activities: fishing, general boating, paddle sports

Vessel types: small open motorboats, canoes/kayaks

**Delaware**

Areas: all inland bays

Activities: fishing, water skiing, PWCs, drift fishermen

Vessel types: open motorboats

**Florida**

Areas: Monroe, Miami-/Dade, Pinellas, Palm Beach, and Broward Counties

Time of year: April-May, August, October

Vessel types: open motorboats under 21 ft.

**Georgia**

Areas: Lakes Lanier, Allatoona, and Oconee, Chattahoochee and Flint Rivers

Times of year: June-August

Vessel types: Open motorboats under 21 ft.

**Guam** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

**Hawaii** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

**Idaho** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

**Illinois**

Areas: TBD

Activities: fishing, paddle sports, others

Vessel types: Open motorboats, canoes/kayaks, rowboats, houseboats

**Indiana**

Areas: all public lakes in the northern part of the state, Lakes Wynor, Freeman, and Schaeffer

Activities: fishing

Vessel types: open motorboats, pontoon boats

**Iowa**

Areas: Lakes Delhigh and Manawah, George Wyth State Park, Spirit Lake, Missouri River –Sioux City, Mississippi River -- anywhere

Activities: paddle sports, other

Vessel types: open motorboats

**Kansas**

Areas: Perry Reservoir, El Dorado River

Activities: fishing, paddle sports

Vessel types: open motorboats, canoes/kayaks, sailboats

**Kentucky**

Areas: Lakes Cumberland, Kentucky, and Taylorsville, Rough River

Activities: fishing, other

Vessel types: open motorboats, houseboats, PACs, pontoon boats

## **Louisiana**

Areas: North Lake Pontchartrain, South Shore Lake Pontchartrain, Lake Maurepas, Tchefuncte, Pearl, Barataria, and Tickfaw Rivers, and South Mississippi River at heads of passes

Activities: fishing, paddle sports, hunting, and others

Vessel types: open motorboats, PWCs, canoes/kayaks, rowboats, pontoon boats, and houseboats

## **Maine**

Areas: TBD

Activities: fishing, general boating, paddle sports

Vessel types: small open motorboats, canoes/kayaks

## **Marianas Islands** (To be completed by Coast Guard Pacific Area)

Areas:

Activities;

Vessel types:

## **Maryland**

Areas: waterfront areas on ocean side

Activities: lack of safe navigation, speed, cold-water immersion

Vessel types: PWCs, sailboats, kayaks, small open motorboats

## **Massachusetts**

Areas: bodies of water in eastern and central part of state

Activities: fishing, general boating, paddle sports

Vessel types: small open motorboats, canoes/kayaks

## **Michigan**

Areas: Lake St. Clair, Detroit/St. Clair River System Corridor, boundary waters, of U.S. and Canada, Grand Haven, Lake Michigan

Activities: BUI (alcohol and drugs) in Lake St. Clair area, general boating

Vessel types: Class A and larger motorboats, sailboats

Times: all weekends during traditional boating season, especially holidays such as Cherry Festival



## **Minnesota**

Areas: TBD

Activities: fishing, others

Vessel types: open motorboats, canoes/kayaks, rowboats, and PWCs

## **Mississippi**

Areas: Ross Barnett Reservoir, Gulf Coast

Activities: fishing, paddle sports, other

Vessel types: open motorboats, rowboats, PACs, pontoon boats

## **Missouri**

Areas: Lake of the Ozarks

Activities: fishing, other

Vessel types: open motorboats, canoes/kayaks, PACs, pontoon boats

## **Montana** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

## **Nebraska**

Areas: Lincoln – all lakes around it, Lake McConahay, Missouri River from 40 miles north to 40 miles south of Omaha

Activities: TBD

Vessel types: open motorboats

## **New Hampshire**

Areas: central and southern parts of state

Activities: fishing, general boating, paddle sports

Vessel types: small open motorboats, canoes/kayaks

## **New Jersey**

Areas: inlets, Inter-Coastal Waterway

Activities: BUI, unsafe navigation

Vessel types: PWCs, powerboats

## **New Mexico**

Areas: Lakes Elephant Butte and Conchas

Activities: TBD

Vessel types: open motorboats

## **New York**

Areas: Long Island, northern NY, Lake Champlain, Alexandria Bay/Thousand Islands area, and Lake Ontario

Activities: fishing, general boating, paddle sports, BUI (alcohol and drugs) on Alexandria Bay

Vessel types: small open motorboats, canoes/kayaks, PWCs and motorboat rentals on Alexandria Bay

Times: all weekends during traditional boating season

## **North Carolina**

Areas: inlets, Outer Banks

Activities:

Vessel types:

## **North Dakota** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

## **Ohio**

Areas: Ohio and Cuyahoga Rivers, anything near Cincinnati or Cleveland, especially the Flats near Cleveland, Western Lake Erie, Put-in-Bay on Middle Bass Island, boundary waters of U.S. and Canada

Activities: fishing, BUI (alcohol and drugs)

Vessel types: open motorboats, canoes/kayaks, PACs, rowboats, sailboats along Lake Erie

Times: all weekends during traditional boating season

## **Oklahoma**

Areas: Lakes Eufaula and Texoma

Activities: fishing, other

Vessel types: open motorboats

## **Oregon** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

## **Pennsylvania**

Areas: Three Rivers area, Erie/Presque Isle State Park, Lake Erie

Activities: BUI in Lake Erie region, sudden immersion in cold water

Vessel types: open motorboats, unpowered boats

Times: all weekends during traditional boating season, especially holidays

## **Puerto Rico**

Areas: East Coast, and Southwest Puerto Rico in the vicinity of Boqueron,

Vessel Types: Open motorboats under 21 ft.

## **South Carolina**

Areas: Berkeley, Charleston, Horry, and Lexington Counties

Times of Year: March, May-August

Vessel Types: Open motorboats under 21 ft.

## **South Dakota**

Areas: Missouri River, Lewis and Clark and Pactcola Reservoirs, and reservoirs near Black Hills and Rapid City

Activities: TBD

Vessel types: open motorboats, PACs

## **Tennessee**

Areas: all bodies of water near Knoxville, Nashville, Chattanooga, and Memphis

Activities: fishing, hunting, others

Vessel types: open motorboats, houseboats, PACs, pontoon boats

## **Texas**

Areas: Lake Texoma and Louisine, Joe Pool, Ray Roberts, Grapevine, and Ben Brook Lakes, and the Gulf Coast in the Clear Lake area, Upper Galveston Bay and Corpus Christi Bay

Activities: fishing, other

Vessel types: open motorboats, PACs, canoes/kayaks

## **U. S. Virgin Islands**

Areas: St. Thomas, St. John

Vessel types: open motorboats under 21 ft., sailboats, dinghies

Times: year round

**Utah** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

## **Vermont**

Areas: TBD

Activities: fishing, general boating, paddle sports

Vessel types: small open motorboats, canoes/kayaks

## **Virginia**

Areas: Smith Mountain Lake, Lake Anna, Hampton Roads

Activities: fishing, hunting

Vessel types: open motorboats under 16 ft., PWCs

**Washington** (To be completed by Coast Guard Pacific Area)

Areas:

Activities:

Vessel types:

## **West Virginia**

Areas: all bodies of water near Charleston, Parkersburg, Canard, wheeling, and Huntington

Activities: fishing, paddle sports

Vessel types: open motorboats, canoes/kayaks

## **Wisconsin**

Areas: Sheboygan area, Lake Michigan, Lake Winnebago, Fox River Chain

Activities: fishing, hunting, paddling

Vessel types: open motorboats, canoes/kayaks, sailboats on Lake Michigan

Times: Major summer holidays and waterfront events

## **Wyoming**

Areas: Guernsey State Park, Glendo State Park, Snake River south of Jackson

Activities: fishing, other

Vessel types: open motorboats

## APPENDIX B

### Tab A

# Organizational Structure and Planning Guidance for Coast Guard Initiatives

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## Organizational Structure

The organizational structure for each partner is provided as an aid to other organizations in understanding the lexicon, hierarchy, and areas of responsibility of coalition partners.

1. The Coast Guard is the only armed force in the Federal government that resides in the **Department of Transportation**. The Coast Guard consists of approximately 35,000 full-time active duty members, 8,000 part-time Reservists, 8,000 full- and part-time civilians and 34,000 unpaid volunteers called Auxiliarists (described more fully in Tab B). Major mission areas of the Coast Guard include: responsibility for over 50,000 aids to navigation, boating safety programs, defense operations (including coastal defense and combat readiness), homeland defense (including weapons of mass destruction and terrorism response), environmental (pollution) response, ice operations, maritime law enforcement (including drug and alien interdiction and fisheries enforcement), marine inspection, marine licensing, port safety and security, search and rescue (both coastal and international response), and waterways management.
2. The head of the Coast Guard is the **Commandant**, a “four-star” admiral, based at Coast Guard Headquarters, Washington, D.C. Second in command is the **Vice-Commandant**, a three-star or “vice” admiral also assigned at Coast Guard Headquarters. Third in command is the **Chief of Staff**, a three-star admiral who oversees the various Program Directorates (inclusively called “Commandant”) at Coast Guard Headquarters. Directorates within Coast Guard Headquarters overseen by the Chief of Staff are generally headed by one- or two-star (“rear”) admirals. Directorates within “Commandant” include: Acquisitions, Chief Counsel, Civil Rights, Governmental and Public Affairs, Human Resources, Marine Safety and Environmental Protection, Operations, and Systems.

3. Beyond the Headquarters' program directorates, which are primarily concerned with policy decisions, the Coast Guard is divided into two operational areas: **Coast Guard Atlantic Area** and **Coast Guard Pacific Area**. Each is led by a vice-admiral, who is the operational commander of that area.
  - a. Coast Guard Atlantic Area encompasses approximately two-thirds of the continental United States or 40 states in all. Its area of responsibility for search and rescue and other purposes also extends east of the U.S. to longitude 40 W or about halfway into the Atlantic Ocean.
  - b. Coast Guard Pacific Area encompasses most of the part of the U.S. considered the western states, plus Alaska and Hawaii. For search and rescue and other purposes its area of responsibility extends west of the continental U.S. to the Philippine Sea.
4. Under each **Area Commander** are several **District Commanders**, who are the operational commanders for their respective districts. Districts are usually composed of several adjoining states. Each District Commander is a rear admiral. Districts One, Five, Seven, Eight, and Nine are contained within Atlantic Area. Districts Eleven, Thirteen, Fourteen and Seventeen are contained within Pacific Area.
  - a. The area of responsibility (AOR) of the First Coast Guard District includes Maine, New Hampshire, Vermont, part of New York, Rhode Island, Connecticut, and half of New Jersey.
  - b. The AOR of Fifth Coast Guard District includes half of New Jersey, Delaware, half of Pennsylvania, Maryland, Virginia, and North Carolina.
  - c. The AOR of the Seventh Coast Guard District includes South Carolina, about three-quarters of Georgia, and extending down through Puerto Rico and the Virgin Islands.
  - d. The AOR of the Eighth Coast Guard District includes all or parts of twenty-six states from the Gulf Coast to North Dakota and comprises most of what is called the "interior" of the United States.
  - e. The AOR of the Ninth Coast Guard District includes parts of New York, Pennsylvania, Ohio, Indiana, Illinois, Wisconsin, Michigan and Minnesota, including all of the Great Lakes.
  - f. The AOR of the Eleventh District includes Arizona, Nevada, Utah and California.
  - g. The AOR of the Thirteenth District includes, Montana, Idaho, Oregon and Washington
  - h. The Fourteenth District is comprised of Hawaii.
  - i. The Seventeenth District is comprised of Alaska.
5. Major (large) **Coast Guard vessels or "cutters"** are under the jurisdiction of the Area Commanders, while smaller cutters are under the jurisdiction of their respective District Commanders. Large Coast Guard cutters are primarily used for drug and/or migrant interdiction, fisheries enforcement, combat readiness and

major Search and Rescue operations. Smaller cutters may also be used for the missions mentioned above, and also include other specialized cutters for Aids to Navigation removal and repair or for ice-breaking operations along the coast or the Great Lakes. The Coast Guard currently operates over 67 major cutters (over 180 feet in length) and 155 smaller cutters (over 65 feet in length), and is the sixth largest “navy” in the world.

6. Shore units within the Coast Guard include **small boat stations**, whose primary mission is local search and rescue. Most small boat stations are under the command of a relatively senior enlisted person (usually a chief petty officer) or a commissioned warrant officer. Several small boat stations may be under the operational command of a **Group or Activities Commander**. The Group or Activities Commander has operational oversight for all search and rescue activities. Other shore units include **Marine Safety Offices, Training Centers, Maintenance and Logistics Commands**, and **Vessel Traffic Services**, among others.
7. **Air Stations** are under the operational jurisdiction of their respective Districts. Air Stations may have fixed-wing aircraft, helicopters or both. Fixed wing aircraft are primarily used for drug and/or alien interdiction surveillance, fisheries enforcement, pollution response, and as communications and search platforms during search and rescue and ice operations. Rotary aircraft are primarily used for search and rescue, pollution overflights, and some law enforcement.

For more information on the Coast Guard, go to: <http://www.uscg.mil/overview/> or <http://www.uscg.mil/general.html>. For a State-by-State listing of Coast Guard units, go to: <http://www.uscg.mil/hq/g-s/g-si/g-sii/sbs/sbsindex.htm>.



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## USCG Initiatives

**NOTE: Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all Operation BoatSmart (OBS) partners within their respective Areas of Responsibility (AORs) on all mutually-agreed upon initiatives contained within this document. For all other Operation BoatSmart partners, this document offers planning and implementation guidance only, unless specifically directed by appropriate authorities within their respective organizations.**

- 1. RBS responsibilities for field commands.** COMDTINST M16750.8 Federal/State Relations – Recreational Boating Safety, requires District Commanders to assist states in developing, administering, and enforcing boating safety laws. Furthermore, COMDTINST M16750.8 states that the District Commanders shall visit, on-site, any designated state boating authority or agency necessary to review program and management control and to provide technical assistance when appropriate.

Field commands within the U.S. Coast Guard (USCG) will ensure at all levels that Operation BoatSmart is incorporated as a priority mission in order to meet organizational performance goals regarding recreational boating safety. Specifically, the LANTAREA Commander and PACAREA Commander have directed that District Commanders shall:

- a. Ensure that Operation BoatSmart receives the appropriate level of planning and coordination at the District level and that the importance of the BoatSmart operation is articulated to subordinate commands. **(Support)**
- b. Ensure that the RBS specialists in their respective Districts receive the full support of the District staff in the planning and implementation of BoatSmart initiatives. **(Support)**
- c. Make every effort to attend various conventions, forums, and executive-level planning meetings to which they've been invited by other OBS partners. **(Support)**
- d. Host annual State Boating Law Administrator workshops that provide opportunities to share best practices, provide professional development, and

develop joint strategies to improve boating safety programs. Consideration should be given to inviting Group Commanders and station OinCs, Auxiliaries, U. S. Power Squadrons members, and representatives of other local or regional boating safety or water management agencies, such as the Army Corps of Engineers and others whenever possible. **(Support)**

- e. Ensure that State BLAs or other boating officials, Auxiliaries, and Power Squadron members are invited to give briefs at CO conferences or OINC Marine Enforcement Conferences to create greater awareness, build professional relationships, and strengthen professional development. **(Support)**
- f. Ensure that **all commands** within their AORs **make BUI enforcement a priority** as part of their preventive response measures for SAR. District Commanders shall work with state authorities to establish MOUs throughout their AORs for arrest, custody and incarceration procedures for BUI suspects and explore the possibility of joint law enforcement policies with State BLAs. District Commanders shall ensure that Coast Guard personnel have adequate training in BUI enforcement. Opportunities at the local level could include:
  - (1) offering boarding officer or MLE training to local law enforcement officials on a space available basis;
  - (2) forming partnerships with local agencies for intelligence-gathering, LE and training;
  - (3) participating in joint law enforcement patrols; and
  - (4) working together to identify and target operations at high-risk areas times.**(Support, Enforcement)**
- g. Ensure that subordinate commands understand policies on advising or alerting State Boating Law Administrators (BLAs) that Coast Guard **excess property** may be available. Have procedures in place to ensure that excess property documentation accompanying CG property that a state has expressed an interest is properly annotated prior to its submittal to Coast Guard Headquarters for final disposition. **(Support)**
- h. Ensure boarding officers follow guidance set by the Area Commanders on conducting boating safety patrols, particularly with regard to honoring the VSC decal. Specific boarding procedures will be outlined in forthcoming guidance from the respective Area Commanders. During RBS operations, boarding officers shall make a concerted effort to make contact with recreational vessels of all types and descriptions. However, **special attention should be made to board boaters whose type of vessel or boater activity has been pre-identified as being more at risk for an accident or a fatality than other vessel types or activities in that area.** Specific guidance for boarding officers may be found in the Marine Law enforcement manual and instructions

from the appropriate Area Commander. **(Support, Awareness/Educational, Enforcement)**

- i. Establish an active liaison with the State Boating Law Administrators and governors within their AOR to identify state legislative proposals and hearings dealing with recreational boating safety issues. Legislative proposals should be identified sufficiently in advance to consider whether the Coast Guard should stake out a position with regard to them. The District Commander, or a representative, should communicate factual information that may bear on the issues relevant to such legislation. However, formal Coast Guard views on state legislation should only be communicated outside the Federal Government after consultation with G-ICA and G-OPB. Specific guidance on legislative policies may be found in instructions from the appropriate Area Commander. MOAs shall be drafted in accordance with COMDTINST 5216.18. **(Support, Legislative)**
- j. Ensure that all commands in their AORs include information on all SITREPS and SARMIS entries and all press releases as to whether PFDs were or were not worn in all recreational boating accidents. Where relevant, all SITREPS and SARMIS entries and all press releases shall include information as to whether or not alcohol or other factors relevant to the four key OBS principles are believed to have been a factor. Factors could include improper boat maintenance, lack of proper safety equipment, failure to follow navigational rules, etc. Discussion in press releases should include ways incident could have been avoided or mitigated by wearing PFDs, staying with the boat, or other safety messages. **(Media Outreach, Awareness/Educational)**

**2. District Commanders' agreements for specific OBS strategies.** In addition to the above required tasking, District Commanders have also committed to the following:

- a. The First Coast Guard District Commander has committed to:
  - (1) Contact State BLAs and conduct a workshop for planning Operation BoatSmart with primary partners to develop a more concerted plan of attack, planned for fall 2001.
  - (2) Contact organizers for fishing, hunting and paddling events to offer assistance, beginning summer 2001.
  - (3) Working with One DOT Safe Communities Forum, participate in joint safety events in selected schools and offer boating safety instruction during winter months. Will invite media and emphasize PFDs, boater education, BUI, and winter water safety.
  - (4) Coordinate training exercises and conduct joint law enforcement and/or safety patrols in high-risk areas.

- (5) Coordinate public service news events at peak holiday periods with State BLAs, their parent or other agencies, and local retailers to send boating and paddling safety messages.
- (6) Work with State BLAs to develop PSAs for various boating groups, specifically canoes, kayaks, and small boat fishermen. Emphasis will be on NSBC's "Boat Smart from the Start, Wear Your Life Jacket" campaign and New England Safe Boating Council's "Paddle Smart" campaign. Media involvement will include joint interviews with state and CG officials, emphasizing common safety messages.
- (7) Direct commands within the AOR that have high media visibility and public outreach capability, such as MSOs, groups, air stations, and cutters, to use media attention to present OBS message to the public
- (8) Work with State BLAs, the Auxiliary, and USPS to have signup sheets for boating classes that specifically target high-risk groups.
- (9) Coordinate District BLA Conference for March 2002 to include State BLAs, CG, USCGAUX, USPS SLOs, New England Marine Trade Association, National Boating Federation, and others in all events whenever possible.

**b. The Fifth Coast Guard District Commander has committed to:**

- (1) Coordinate joint workshops for planning and executing OBS with State BLAs and primary partners in order to better analyze state-specific information and develop concentrated local plans of attack.
- (2) Continue strong BUI enforcement strategies, including a robust campaign in public awareness and education, followed by a multi-agency enforcement push. Will concentrate on use of coordinated, joint efforts in targeted locations on weekends and holidays.
- (3) Coordinate training exercises and conduct joint law enforcement and/or safety patrols in high-risk areas.
- (4) Identify high-risk periods and locations for concentrated, coordinated SAR prevention and response efforts during peak holiday periods in specific locations. Coordination will be made through the CG, the State BLAs and local law enforcement agencies, USCGAUX, USPS, and other OBS partners. Fifth District will use public affairs strategies and VSC "blitzes" during the week prior to holidays, then full-force enforcement effort during the holiday weekend, along with continued assistance from non-law enforcement partners.
- (5) Implement strategies to increase PFD wear, especially among high-risk boater groups or in high-risk areas. Encourage states that want to strengthen regulations on PFD wear, and urge state/local officers to wear PFDs while out on water patrols. Execute a comprehensive public affairs strategy, disseminating a central theme for consistency. Identify locations for program emphasis based on accident information. Establish incentives for wear by children. Make PFD wear a central theme in all public outreach initiatives.

Emphasize the attractiveness and comfort of inflatables in all public outreach efforts.

- (6) Coordinate public service news events at peak holiday periods with State BLAs, their parent or other agencies, and local retailers to send boating and paddling safety messages. Direct commands within the AOR that have high media visibility and public outreach capability, such as MSOs, groups, air stations, and cutters, to use media attention to present OBS message to the public. Expand USCGAUX promotion of OBS at marine events for hunting, fishing, kayaking, and racing.
- (7) Employ CG-manned PWC on a trial basis for public education outreach and enforcement efforts aimed at both the PWC and other waterway user groups. Effort will include developing a concept of operations, training personnel, procuring PWCs on a no-cost lease, and coordinating with state and local authorities and USCGAUX for multi-unit operations.
- (8) Incorporate CG and state Recreational Boating Safety Cooperative Agreements (MOAs) into unit operating procedures as a ready reference and procedural guide for all CG/state boating safety matters. Maintain an ongoing liaison with State BLAs and involve them in operational planning and communicating issues of mutual concern.

**c. The Seventh Coast Guard District Commander has committed to:**

- (1) Establishing a Seventh CG District BoatSmart Executive Council whose makeup mirrors the current OBS partnership at the regional level.
- (2) Develop a high-level OBS Communications Plan to include personal communications between the District Commander and the State BLAs, begun 12 April 2001 with the State of Georgia.
- (3) Coordinate joint workshops for planning and executing OBS with State BLAs and primary partners in order to better analyze state-specific information and develop concentrated local plans of attack.
- (4) "Filter down" OBS through the Partnership in Education (PIE) program, specifically programs near high-risk areas, using Garrett A. Morgan technology and Transportation Futures Program. Specifics include: offer boating safety demonstrations during the pre-boating season (Jan-Mar), use Group/MSO/Auxiliary personnel, possibly resources from air station for static displays. Include media. Emphasis will be on PFD wear, boater education, BUI, and winter safety.
- (5) Propose the Maritime, Arts, Science and Technology Academy to accept OBS as a public service project, consistent with their magnet school status.
- (6) Expand USCGAUX promotion of OBS at marine events for hunting, fishing, kayaking, and racing.
- (7) Identify high-risk areas and conduct joint law enforcement and "white hat" patrols during peak holiday times.
- (8) Work with State BLAs to develop PSAs and other marketing products (within budget constraints) for various boating groups, specifically kayaks, canoes,

fishermen and hunters. Emphasis will be on NSBC's "Boat Smart from the Start" campaign. Will include joint interviews whenever possible.

- (9) Direct commands within the AOR that have high media visibility and public outreach capability, such as MSOs, groups, air stations, and cutters, to use media attention to present OBS message to the public.
- (10) Promote OBS using District Seven's fleet of four robotic "Coasties," the last of which rolled out in early 2001.
- (11) Invite boating safety and search and rescue organizations in the foreign countries and territories within the District's AOR to observe OBS activities and implement them in their jurisdictions if they are interested.
- (12) Explore the possibility of using Auxiliarists in RBS patrols in low-threat inland areas, setting up a strike team in GANTSEC, conducting additional workshops for OBS, and increasing Spanish-language capability among active duty personnel. All are dependent on additional funding.

**d. The Eighth Coast Guard District Commander has committed to:**

- (1) Conduct a workshop for planning Operation BoatSmart with State BLAs and other primary partners to enable the partners to get individualized state information and develop a plan of attack.
- (2) Using USCGAUX, offer assistance at duck-hunting tournaments, and fishing and white-water raft events.
- (3) Offer one-hour boating safety demonstrations at schools near identified high-risk areas during the winter months using Group, MSO, and Auxiliary personnel. May also include helo demonstrations or static displays from CG air stations. Will invite media. Emphasis will be on PFDs, boater education, BUI, and winter water safety.
- (4) Having identified high-risk areas, will conduct joint law enforcement and/or "white hat" patrols with state and local authorities during high-risk periods.
- (5) Commands within the AOR with high media visibility, such as VTSSs, MSOs, air stations, and cutters will be directed to include the OBS message in their media outreach.
- (6) Use construction tenders as command posts for Auxiliary RBS operations.
- (7) If the Area Commander grants approval, will implement boating safety strike teams to coordinate efforts between CG and state and local law enforcement authorities.
- (8) Explore the possibility of conducting a BLA workshop in summer 2001, funding permitting. If funding becomes available, will conduct joint RBS/LE operations with state agencies in inland waters. Also looking to include CG Western Rivers units in BLA workshops if funds can be found.

**e. The Ninth Coast Guard District Commander has committed to:**

- (1) Continued expansion of strong BUI enforcement strategies, including a robust campaign in public awareness and education, followed by a multi-agency enforcement push. Will concentrate on use of coordinated, joint efforts in targeted locations on weekends and holidays.
  - (2) Identify high-risk periods and locations for concentrated, coordinated SAR prevention and response efforts, modeled closely on state trooper efforts to target drivers during peak holiday periods in specific locations. Coordination will be made through the CG, the State BLAs and local law enforcement agencies, USCGAUX, USPS, and other OBS partners. Will use public affairs strategies and VSC “blitzes” during week prior to holidays, then full-force enforcement effort during the holiday weekend, along with continued assistance from non-law enforcement partners.
  - (3) Implement strategies to increase PFD wear, especially among high-risk boater groups or in high-risk areas. Encourage states that want to modify regulations on PFD wear, and urge state/local officers to wear PFDs while out on water patrols. Execute a comprehensive public affairs strategy, disseminating a central theme for consistency. Identify locations for program emphasis based on accident information. Establish incentives for wear by children. Make PFD wear a central theme in all public outreach and make PFD information part of Sea Partners and other outreach programs. Emphasize the attractiveness and comfort of inflatables in all public outreach efforts.
  - (4) Employ CG-manned PWCs on a trial basis for public education outreach and enforcement efforts aimed at both the PWC and kayaking communities. Effort will include developing a concept of operations, training personnel, procuring PWCs on a no-cost lease, coordinating with state and local authorities and USCGAUX for multi-unit operations.
  - (5) Incorporate CG and state Recreational Boating Safety Cooperative Agreements (MOUs) into unit operating procedures as a ready reference and procedural guide for all CG/state boating safety matters. Maintain an ongoing liaison with State BLAs and involve them in operational planning and communicating issues of mutual concern.
  - (6) Develop and implement a District-wide program specifically aimed at the human-powered boating community: users of canoes, kayaks, water-bikes, gondolas, etc. Emphasis of the program will be to educate this community on the unique safety issues of their vessels. Program will include public affairs outreach, vendor and livery outreach, maximizing on-water contacts with these boaters, expansion of MDV and VSC programs in USCGAUX to include these vessels, and inclusion in Sea Partners outreach.
- f. The Eleventh Coast Guard District Commander has committed to:
- (1) (To be provided in separate document by Coast Guard Pacific Area)
- g. The Thirteenth Coast Guard District Commander has committed to:
- (1) (To be provided in separate document by Coast Guard Pacific Area)

h. The Fourteenth Coast Guard District Commander has committed to:

(1) (To be provided in separate document by Coast Guard Pacific Area)

i. The Seventeenth Coast Guard District Commander has committed to:

(1) (To be provided in separate document by Coast Guard Pacific Area)

3. **Additional strategies for CG field commands.** In addition to the tasks and commitments by the CG District Commanders as noted above, the following are **suggested strategies** for implementation of Operation BoatSmart within the District Commanders' respective AORs. District Commanders are encouraged to consider each of these strategies and explore other ideas as they determine how best to implement the operation in their AORs:

a. Where appropriate, ensure that CG commands make space available at their facilities for planning meetings or boater education classes, provide vessel platforms or other resources for demonstrations or joint patrols, and provide personnel for specially targeted patrols, demonstrations, or education "blitzes," commensurate with OPTEMPO staffing. Commands are encouraged to make liberal use of Auxiliarists or local Power Squadron members for education and public outreach whenever possible within their AORs. RBS specialists should coordinate with state authorities and other BoatSmart partners in states where there is little or no Coast Guard presence to find active duty volunteers and/or Auxiliarists and Power Squadron members to conduct education or VSC "blitzes" in pre-identified high risk locations at select "peak" times. **(Support)**

b. Consider standing up an executive committee at the District level, with individuals representing each of the various planning partners, along with any other OBS supporters, to map out OBS strategies specific to the region. **(Support)**

c. Consider incorporating relevant MOUs between the CG and the state or other relevant boating authorities (such as USACE) into unit operating procedures as a ready reference and procedural guide for all boating safety matters in areas of concurrent jurisdiction. Include State BLAs and other agencies in operational planning and communicating issues of mutual concern. **(Support)**

d. Consider standing up one or more Boating Safety Strike Teams for use in coordinated efforts in inland waterways. A team may include a combination of active duty personnel from shore commands from cutters while cutters are in Charlie status, reservists, Auxiliarists (RBS patrols only), and/or state or local law enforcement authorities. The purpose of the team is to provide quick response to unique events and opportunities, particularly in inland areas,



working in tandem with state and local authorities. A Strike Team may be used to assist in training state or local marine officers, conduct liaison with state and local law enforcement agencies, and increase Coast Guard presence in areas where there is little or no permanently assigned presence, thus serving as a force multiplier for state agencies. **(Support, Enforcement)**

- e. Consider inviting local boating authorities, Auxiliarists, and Squadron members to attend Commanding Officers (COs) Conferences and Officers in Charge (OinCs) Marine Enforcement Conferences in order that Group Commanders and OinCs may learn more about the operations and procedures of local boating authorities in their Areas of Responsibility. **(Support)**
- f. Consider holding SAR training courses for local EMS, firefighter and police personnel at Group or station offices to ensure closer coordination and better communications during SAR response. **(Support)**
- g. Encourage Groups and stations to include Auxiliarists, U. S. Power Squadrons members, and other boating safety partners in regular meetings of local boating safety or waterways management coalitions or Harbor Safety Committees. **(Support)**
- h. Ensure that subordinates understand policies on offering or advertising excess property to State BLAs, and have procedures in place to ensure that the Excess Property Sheet for CG property on which a state has expressed an interest is properly annotated before it reaches Coast Guard Headquarters. **(Support)**
- i. Encourage PAOs to develop boating safety background video (B-roll) that depicts the Coast Guard and Auxiliary working with other OBS partners in boating safety activities. These videos can be used by any OBS partner for initiatives that partner develops that comes under the OBS umbrella. Area and District PAO staffs should forward appropriate videos of Coast Guard rescues or demonstrations as well as other B-roll material to the NSBC's Operation BoatSmart Project Officer, Executive Director Virgil Chambers, for inclusion in OBS-related material. **(Support, Media Outreach)**
- j. Identify and encourage the use of persons who have interpreter experience to reach out to recreational boaters with limited English-speaking abilities. These interpreters may be in the CG or another partner's organization -- or they may not. Encourage cultural organizations that regularly assist members of their culture to help OBS by serving as interpreters at schools, events, and in boating safety classes, and translating and distributing boating safety materials to members of their communities. **(Support, Awareness/Educational)**
- k. Commands shall look for ways to support the VSC program. Boarding officers could coordinate RBS and/or LE patrols with USCGAUX, USPS, or local

officials who have VSC authority to encourage boaters to get a VSC before going out on the water where boardings are being conducted. Boarding officers may elect not to board a vessel with a VSC decal if the vessel is being operated in a safe and responsible manner. Boat operators who do not have a VSC sticker shall be encouraged to get one. Boarding officers should use this time to sell the value of the VSC and taking boater education courses. Boarding officers should have class schedules or VSC dates (including Auxiliary, Power Squadron, and local boating authorities) are made available to boarding officers to be given to all boat operators with whom the boarding officers have contact. **(Support, Awareness/Educational, Enforcement)**

- l.** Encourage commands to seek out local venues for distribution of BoatSmart or boating safety-related literature from coalition partners. Possible venues include: tax assessor offices, bait shops, gun shops, sporting goods stores, and grocery stores near camping areas, lakes, or parks. Coordinate with local park rangers, marine police, and other officials to ensure they have boating safety literature and other materials. **(Vendor/Organization Outreach, Support, Awareness/Educational)**
- m.** Encourage Groups and stations to work with local PWC vendors and/or rental places (liveries) to get an appropriate safety message to operators before they buy or rent a PWC. (Ex: distribute videos or literature, conduct classes, etc.) **(Vendor/Organization Outreach, Awareness/Educational)**
- n.** Identify high accident areas that appear to be related to peculiarities of the water system or to natural or manmade obstructions that present a danger to safe navigation. Determine the best means to counter the threat, either by removing or prominently marking the obstruction when practicable, or through a public education or awareness campaign or other measures. **(Awareness/Educational)**
- o.** Consider using “teach the teacher” methods of getting boating safety messages across to public, particularly for boater groups identified as “high risk” within the region. For example, if a command is having difficulty getting access to a particular boater population, such as hunters or kayakers, the command could offer to come to a rifle range or a kayaking school and give a lesson on boating safety to the instructors. The instructors can then provide the message to students who might otherwise be reluctant to receive it from someone from a Federal agency attending in uniform with a similar message. **(Awareness/Educational)**
- p.** Consider coordinating with local safety offices at military bases for training during stand-downs and/or safety offices at local factories, businesses, government offices, senior centers, and other entities that regularly provide safety training to their members or employees. **(Awareness/Educational)**

- q. Consider ways to incorporate the OBS message at local schools, churches, at career days, Kids Day events, teen-centered events, etc. Include information that can be incorporated into science curriculum (how hypothermia develops, how PFDs maintain buoyancy, how alcohol affects reaction time and survivability, how to determine drift, how to measure area involved in a search, etc.) Coordinate whenever possible with park rangers, other boating authorities, Auxiliarists and Power Squadron members to increase “presence” in the classroom or at the event. The OBS Project Officer will collect and disseminate information on existing programs, school curricula and other ready-made materials that could be used in one or more venues. **(Awareness/Educational)**
- k. Ensure that all Groups and stations provide an appropriate Coast Guard presence whenever practicable at marine or other boater related events in local area. Whenever possible, Coast Guard commands should ensure that USCGAUX, USPS and local boating authorities are included as well. For marine events, commands should provide reporters with appropriate boating safety literature before the event stressing the BoatSmart message as it applies to this event. **(Media Outreach, Awareness/Educational)**
- l. Ensure that spokespersons for all commands take every opportunity to speak to the media about the BoatSmart message, especially as it relates to a recent case that highlights OBS principles as appropriate. In addition, AIRSTAs, VTSSs, MSOs, districts, cutters, groups and stations should have appropriate boating safety literature on hand to give to reporters during interviews on SAR cases or marine events or when giving speeches or demonstrations. **(Media Outreach, Awareness/Educational)**
- m. Have PAO staffs coordinate with RBS specialists, State BLAs and other governmental agencies, USCGAUX, USPS and other partners with media capabilities to develop innovative media outreach strategies designed to target specific boater populations as opposed to boaters in general. Explore non-traditional approaches to anglers, hunters, canoeists, or other groups as appropriate for the region or locality. **(Media Outreach, Awareness/Educational)**
- n. Consider a policy that all commands, including district staff offices, groups, stations, cutters, VTSSs, MSOs, AIRSTAs, etc., include recreational boating safety information on web sites to further stress prevention as the other side of response. All commands should be willing to share information and provide hyperlinks to the Office of Boating Safety, the Operation BoatSmart site, and to other boating safety-related sites with coalition partners and other stakeholders. (Ex: see the Puget Sound VTS web site.) Commands should look for ways to get boating safety information on local chambers of commerce web sites. **(Media Outreach, Awareness/Educational)**

- o. Have PAO staffs seek opportunities to advance the BoatSmart message to targeted boater populations via local newspapers, radio or TV programs (ex: local fishing program, call-in radio show, guest column in the local paper). PAOs could develop a list of local or regional boating, fishing and/or hunting magazines and submit articles for possible inclusion. PAOs should coordinate whenever possible with local boating officials, Army Corps of Engineers, USCGAUX, USPS, and other partners to give depth and “presence” to the message they communicate. (Boaters see that it’s not just one organization, but also several organizations, all with the same message.) **(Media Outreach, Awareness/Educational)**
- p. Ensure commands make a concerted effort to include minorities in the recreational boating community in all outreach efforts. Commands should seek ways to work with minority or cultural organizations and organizations that work in minority areas, such as the NAACP, YMCA, etc. **(Awareness/Educational)**

# APPENDIX B

## Tab B

### Organizational Structure and Planning Guidance for Coast Guard Auxiliary Initiatives:

The organizational structure for each partner is provided as an aid to other organizations in understanding the lexicon, hierarchy, and areas of responsibility of coalition partners.

## Organizational Structure

Auxiliary organization, programs and efforts related to Operation BoatSmart are described below:

1. **National Commodore's Staff.** Oversee Auxiliary history, international affairs, long-range plans and analysis, special projects, etc. The **National Commodore (NACO)** has appointed a **National Auxiliary Coordinator for Operation BoatSmart.** (OBS-N).
2. **National Board – Executive Committee.** In charge of overall Auxiliary program development and execution. Members include the **NACO**, and the **National Vice Commodores (NAVCOs)**. **NAVCOs** include the **NAVCO – Chief of Staff (COS)**, the **NAVCO – Atlantic Area – East (A(E))**, the **NAVCO – Atlantic Area – West (A(W))** and the **NAVCO – Pacific Area (P)**. The NAVCO-COS through the **National Staff Directorates** oversees the National Staff and coordinates District programs through the Area NAVCOs, who divide their responsibilities by geographic areas under **District Commodores (DCOs)**. NAVCO – A(E) oversees Districts 01North, 01South, 05North, 05South and 07. NAVCO – A(W) oversees Districts 08East, 08Central, 08West, 09Central, 09East and 09West. NAVCO – P oversees Districts 11North, 11South, 13, 14 and 17. The NAVCO-COS also oversees the departments of Information and Communications Services (I) and Legal Affairs (L) through the **Department Chiefs (DC-I and DC-L)**, who in turn support all Directorates and Districts. NAVCOs and DCOs have appointed **Operation BoatSmart Coordinators** for their respective Areas and Districts. The Department of Information and Communication Services (I) has Divisions for the Auxiliary Management Information System (AUXMIS), Communication Services, Forms Development and Control, Research and Development, and Web Services. The Legal Services (L) Divisions are Auxiliary Affairs, Documentation, General Law and Legislative.

3. **National Board – District Commodores (DCOs).** The DCOs administer the Auxiliary field programs in their respective Districts.
4. **National Directorate Commodores (NADCOs).** The NADCOs are experienced program managers who oversee specific Auxiliary programs or Directorates. NADCOs provide expertise in specific program areas through their **Department Chiefs (DCs)**. Operations and Marine Safety is the responsibility of **NADCO-OMS**. Member Services falls under the **NADCO-MS**. Recreational Boating Safety falls under the **NADCO-RBS**. National Directorates and program responsibilities are:
  - a. **Operations and Marine Safety (OMS).** OMS responsibilities are divided among the Departments of Marine Safety and Environmental Protection (M) and Operations (O). Divisions within the Marine Safety and Environmental Protection Directorate include Strategic Planning, Special Projects, Marine Safety, Marine Environmental Protection, and Commercial Vessel Examination. Operations Divisions are Air Operations, Education, and Aids to Navigation, Surface Operations and Telecommunications.
  - b. **Member Services (MS).** MS responsibilities are divided among the Departments of Marketing and Public Affairs (A), Personnel (P) and Training (T). Marketing and Public Affairs Divisions include Celebrity Liaison, Audio/Visual, “Coastie,” Marketing, Special Projects, Media. Public Relations, and Creative Services. The Department of Personnel includes Divisions for Career Counselor, Uniforms, Recruiting and Retention, Fellowship, Staffing and Health and Safety. Training Department Divisions are: Performance Analysis, Academy Support, Leadership and Management, Qualification, Support, Advanced Training and Electronic Support.
  - c. **Recreational Boating Safety (RBS).** RBS responsibilities are divided among the Departments of Boating (B), Education (E) and Vessel Examination (V). Boating Divisions include Boating Liaison, NASBLA/News and State Liaison. Education Department (E)) Divisions include Course Development, Electronic Projects, Course Management, Technology Development, and On Water Training. Vessel Examination (V) Divisions are Vessel Examinations, Marine Visitors, Program Support, Program Development, and the VSC Committee with NASBLA, USPS and Auxiliary representation.
  - d. **Liaison Representatives.** Special liaison representatives are appointed by the NACO or the NACO’s designees for liaison with organizations with particular programs of interest. Liaison representatives to organizations of potential interest to Operation BoatSmart Coordinators or partners include appointed representatives to:
    - Canadian Coast Guard Auxiliary
    - U.S. Civil Air Patrol (CAP)

- Defense Mapping Agency Hydrographic Topographic Center (DMAHTC)
- East Carolina University-Auxiliary Records Collection
- Global Maritime Distress and Safety System (GMDSS) Task Force
- Maritime Museums
- National Fire Protection Association (NFPA)
- National Oceanic and Atmospheric Administration – National Ocean Service (NOAA-NOS)
- National Safe Boating Council (NSBC) and its North American Safe Boating Campaign Committee
- National Water Safety Congress (NWSC)
- North American Council for Oceanic History
- Underwriters Laboratories, Inc. (UL) – Marine Council
- United States Power Squadrons (USPS)
- United Safe Boating Institute (USBI)
- United States Army Corps of Engineers (COE)
- U. S. Coast Guard Academy and its Academy Introduction Mission (AIM) Office and Museum
- U. S. Navy Hydrographic Center (NAVHYDRO/NAVOCEANO).

e. **District Commodores (DCOs).** DCOs administer their Districts through an elected officer system of a **Vice Commodore (VCO)**, **Rear Commodores (RCOs)** assigned to coordinate activities in a specific geographic or program areas, **Division Captains (DCPs)** and **Flotilla Commanders (FCs)**. An elected Vice Captain (VCP) or Vice Flotilla Commander (VFC) assists DCPs and FCs respectively. A staff of appointed officers assists District, Division and Flotilla elected officers. Appointed officer positions are divided into program areas including Aids to Navigation (AN), Aviation (AV), Career Counselor (CC), Communications (CM), Finance (FN), Information Services (IS), Legal (LP), Materials (MA), Marine Safety and Environmental Protection (MS), Member Training (MT), Marine Visitation (MV), Publications (PB), Public Education (PE), Personnel Services (PS), Secretary Records (SR), and Vessel Examination (VE).

5. For more information on the Coast Guard Auxiliary, go to: <http://www.cgaux.org/>. For a listing of the nearest Coast Guard Auxiliary Flotilla, go to: <http://www.cgaux.org/cgauxweb/public/pubframe.htm>.

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## USCGAUX Initiatives

**NOTE:** Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all Operation BoatSmart (OBS) partners within their respective Areas of Responsibility (AORs) on all mutually-agreed upon initiatives contained within this document. For all other Operation BoatSmart partners, this document offers planning and implementation guidance only, unless specifically directed by appropriate authorities within their respective organizations.

1. **General.** The Coast Guard Auxiliary is one of the founding partners in Operation BoatSmart and an early leader in the operation's development. During the course of the operation, the Auxiliary will continue its leadership and coordination role in the partnership. As new opportunities arise, the Auxiliary will help lead the partnership forward.
2. **The Auxiliary in boater education initiatives.** USCGAUX offers several boating safety courses to the public, including courses designed for both children (e.g., *Boating Fun* and *Waypoints*) and adults (e.g., *Boating Safely*, *Boating Skills and Seamanship* (BS&S), *Basic- and Advanced Coastal Navigation* (BCN/ACN)). Over the years, these courses have continuously been improved. More recently USCGAUX has expended considerable resources in achieving a dramatic improvement in the quality of our courses. Key initiatives:
  - a. **New Courses:** USCGAUX has developed new courses (e.g., *Boating Safely*) that focus on critical safety related information and can be presented in a short period (6-8 hours, rather than over a 6 to 12 week period) to provide greater convenience to boaters without sacrificing key content. Shorter courses enable more boaters to be trained with the same cadre of instructors and are particularly useful in States that have enacted mandatory education laws.
  - b. **Improved Content and Graphics:** USCGAUX courses have been completely redesigned to emphasize key safety related information, provide improved organization, eye appeal (use of color, improved graphics and layout), and readability (greater clarity, appropriate complexity). These improved materials are more attractive, professional, and are designed to appeal to younger generations that have different learning styles.
  - c. **Use of New "Force-Multiplier" Educational Technologies:** USCGAUX has developed, jointly with USPS, a new short course based on CD-ROM



technology named *America's Boating Course* (ABC). Appropriate for both classroom and self-study, this course will ultimately be offered through the Internet. Exploitation of the self-study and Internet markets will enable many more students to be trained without corresponding increases in the number of instructors required.

- d. **Enhanced Realism:** USCGAUX will offer safety related *On Water Training* (OWT) to students, beginning in 2001. OWT is focused upon safety training, not operator proficiency or skills development—areas covered by commercial firms. OWT offers greater realism and the opportunity to increase the efficiency and intensity of training.
- e. **Partnerships and Economies of Scale:** USCGAUX is committed to forging effective partnerships to increase the number of students trained and to take advantage of economies of scale in production and printing costs. For example, two new youth courses (*Boating Fun* and *Waypoints*) developed under a Wallop-Breaux grant, included the *U.S. Army Corps of Engineers* (USACE) as a partner. These courses (designed for children in grades K-3, and 4-6, respectively) will be taught by USACE as well as USCGAUX personnel, increasing the instructor pool and capturing economies of scale in production and printing costs. Additionally, the Auxiliary and the USACE are exploring the possibility of the USACE participating in the Vessel Safety Check Program (see below). ABC serves as a second example of partnership initiatives. USCGAUX and USPS will share development costs and subsequent revenues. Partnerships offer other opportunities beyond cost sharing, however. A major potential benefit of partnerships is that the partners can increase the number of instructors and students taught by employing the resources (skills, contacts, and personnel) of our partner organizations.
- f. **BoatSmart (PE) Goals**

As part of the BoatSmart initiative, USCGAUX has set the following four goals:

  - (1) **Increased Students:** USCGAUX has a goal of increasing the number of students taught by 30% for 2001-2002 compared to the year 2000 baseline. This goal will be achieved by greater use of short courses, distance-learning courses, and OWT.
  - (2) **Training of High Risk Boaters:** Analysis of accident statistics indicates that certain user groups (e.g., operators of *Personal Watercraft* (PWC), canoes, kayaks, small open motorboats) have disproportionately high accident, injury, or fatality rates. Historically, these groups have been underrepresented in USCGAUX classes. USCGAUX will identify various affinity groups (e.g., manufacturers and users of PWC, the American Canoe Association, American Camping Association, angler/hunter organizations) to develop an effective outreach strategy. This strategy could include joint course development, arrangements to promote present USCGAUX courses, providing relevant safety-related literature for dissemination to their

members, and encouraging similar outreach efforts on the part of our partners. Specific goals over the next two years are to (i) identify and meet with relevant organizations and (ii) devise a partnership strategy. During 2001 USCGAUX and USPS will identify relevant groups (candidate list to be developed by June 2001), hold meetings (June 2001-December 2001), and develop a partnership plan (April 2002) and schedule. This partnership plan will address not only linkages at the executive level, but also unit level partnerships. With respect to PWC specifically, USCGAUX has recruited Christy Carlson, a champion PWC racer, to promote the Auxiliary, its courses, and reinforce key safety messages. Ms. Carlson has joined the Auxiliary and has an active schedule of public appearances before PWC groups. USCGAUX already has courses designed for operators of PWC. The Auxiliary will need to assess their utility and potential effectiveness to determine whether more focused courses need to be developed.

- (3) **Initial Release of ABC and OWT:** USCGAUX will complete development of ABC with USPS and introduce this course during 2001 (CD-ROM version release date targeted for July 4, 2001). Additionally, USCGAUX will initiate OWT during 2001. Enrollment goals for both courses are included in the overall target stated above.
- (4) **Continued Course Design Enhancements:** In addition to the assessment of our PWC courses, the Auxiliary is in the process of redesigning the BS&S and *Boating Safely* courses. As part of this redesign effort, the Auxiliary will review the content of these courses to ensure proper emphasis is placed on such topics as use of PFDs, hypothermia, and special safety problems associated with small boats. This redesign effort will be completed during 2001 and new editions will be drafted during 2002. **(Media Outreach, Vendor/Organizational Outreach Support, Collaborative, Awareness/Educational)**
- (5) **Coordination of Classes with other OBS partners.** District Commodores and Flotilla Commanders should make every effort to coordinate boater education classes with USPS members and State and local boating authorities to avoid redundancy and to provide the boating community with a wider variety of courses and course locations. Auxiliarists at the National, District, and local levels will also extend outreach efforts to other organizations, such as **Boat/U.S. Foundation, American Sailing Association, U.S. Sailing Association, American Red Cross, American Canoeing Association, American Kayaking Association, American Camping Association, National Recreation and Parks Association,** and others to coordinate boater education courses and other services to the boating public. (Liaison may initially be made through NSBC, which is affiliated with all of these organizations.) Special emphasis will be made to offer appropriate boater education classes to those boaters who have been identified as high risk within a given area.
- (6) USCGAUX will continue emphasis on recruiting and training Vessel Examiners from USPS and State VSC providers. District Commodores should include appropriate USPS and State vessel examiners in training

programs and workshops whenever possible. **(Vendor/Organizational Outreach, Awareness/Educational)**

2. **The Auxiliary's Vessel Safety Check and MDV Programs.** The second major USCGAUX outreach effort supporting Operation BoatSmart is the *Vessel Safety Check* (VSC) program and the *Marine Dealer Visit* (MDV) program.
  - a. **The Vessel Safety Check Program.** The VSCP provides free *Vessel Safety Checks* (VSCs) to recreational boaters. USCGAUX administers this program. USCGAUX, USPS, and other authorized providers provide designated vessel examiners who will check a recreational boat for required equipment, numbering, registration/documentation, and compliance with other Federal and State requirements. The VSC provides a one-to-one educational experience for the boater and the opportunity of reaching boaters who may not be subject to mandatory education requirements and may be unwilling, unable, or unaware of voluntary education programs.
  - b. **The Marine Dealer Visit Program.** As part of the MDV program, authorized visitors (presently limited to designated USCGAUX personnel) interact with marina owners, ship's chandlers, marine retailers, and fishing and sporting goods vendors to appraise owners of available programs, provide relevant safety literature, and schedule opportunities for VSCs.
  - c. **Reengineering of the VSC Program to include other providers.** In the past two years USCGAUX has reengineered the VSCP. Among the many enhancements was the decision to include other authorized providers in the program. USPS was the first such authorized provider and they are now active participants in this program. States will be the second group of authorized providers. The *National Association of State Boating Law Administrators* (NASBLA) has endorsed the program and recommended that member States participate in this program. Negotiations are presently underway to draft *Memoranda of Agreement* (MOAs) with several States. These partnerships should result in a substantial increase in the number of persons empowered to conduct VSCs and, therefore, the number of VSCs performed annually. USCGAUX has had exploratory discussions with the USACE concerning the COE's potential participation in the VSCP as authorized providers. USACE has expressed interest in this possibility, but needs to consider the impact of this participation on personnel workload. USCGAUX has submitted a grant proposal to USCG to continue the VSCP and to reengineer the MDV program in the coming year. The goals noted below are contingent in part upon this funding.
  - d. **Continued outreach to form new partnerships.** Just as partnerships figure importantly in the PE program, these are important in the VSCP and MDV. The initiative to contact affinity groups for operators of high-risk boats is not limited to the PE program. USCGAUX hopes to accomplish similar objectives with the VSCP. Specifically, the Auxiliary is developing joint outreach strategies with

selected groups. These strategy options include (i) empowering members of these groups to conduct VSCs, (ii) obtaining specific endorsement of the VSCP by these groups, (iii) communications programs to appraise their membership of the benefits of a VSC, (iv) agreements to develop/distribute relevant safety related literature. As an example of efforts to popularize VSCs, the **American Sailing Association (ASA)** has committed to having all ASA schools have VSCs for their training boats within the next two years and to encourage individual members to get their boats examined. The **US Sailing Association** is another candidate for such a partnership.

- e. **Outreach to High-Risk Boaters:** The partner outreach program described for the PE program will be integrated with a similar effort for the VSC/MDV programs. Of specific interest, the Auxiliary intends to develop effective partnership programs (which could include appointing partner organizations as authorized providers, negotiation of sponsorship/endorsement of the VSCP, or agreements to distribute literature) with affinity groups for high-risk boaters (see above). To date, USCGAUX does not have a partnership agreement with any organization of anglers/hunters. The Auxiliary has included such groups in its list of organizations to be contacted. **BOAT/US Foundation**, with whom USCGAUX has a strong relationship, does have a cooperative program with some of these groups. USCGAUX will work with the Foundation to provide a successful entrée to this market.
- f. **BoatSmart VSC/MDV Goals.** In support of the BoatSmart initiative, USCGAUX has set the following five goals:
  - (1) **Increased VSCs:** USCGAUX has a nationwide goal of 200,000 VSCs to be performed in 2001 and 250,000 in 2002. These goals are very ambitious (stretch goals), but are believed to be achievable.
  - (2) **Additional Providers:** USCGAUX aims to enlist at least five States as authorized providers during the period 2001/2002. Maryland has approved this program in principle, Kansas has signed a letter of intent, and Arizona, Delaware, Nevada, Ohio, Oregon, and Tennessee have expressed interest. Additionally, USCGAUX plans to work with States to achieve increased recognition for the VSC decal, even in those States that do not participate as authorized providers (e.g., New Jersey). The Auxiliary is seeking a decision from USACE during 2001 regarding their participation in this program.
  - (3) **Other Supporters:** During 2001 the Auxiliary will contact executives from several major boat manufacturers (e.g., **SeaRay, Bayliner**) to enlist support for the VSCP. Possible initiatives include promotion activities, a cooperative program to provide required safety equipment with every boat sold, including some guarantee that the boat will successfully pass a VSC. Additionally, there are various clubs for owners of certain brands, which USCGAUX will contact to develop partnerships.

- (4) **MDV Reengineering:** USCGAUX plans to complete a reengineering study of the MDV program over the period 2001/2002 (contingent on funding). The aim of this effort is to achieve full integration with the VSCP, identify additional providers, and identify additional cost-effective enhancements. **(Vendor/Organization Outreach, Awareness/Educational)**
3. **Changes in Reporting Measures.** USCGAUX is instituting necessary enhancements to the Auxiliary's internal reporting systems to provide accurate and timely data on program progress. In addition, the Auxiliary is working with NASBLA to modify the boating accident form used by the States to capture data on whether or not a vessel involved in an accident has a current VSC decal and/or whether the operator had taken a boater education course. Such data will prove valuable in studying the effect of a VSC and boater education on accident rates. These and other activities will also provide support to Operation BoatSmart. **(Support)**
4. **Department of Marketing and Public Affairs.** The Auxiliary has recently reorganized its Department of Marketing and Public Affairs. USCGAUX plans to fold their activities (e.g., publicity, speaker's bureau, and goodwill ambassadors) into Operation BoatSmart. The first step is to identify outreach activities and to develop a plan of action. This plan is to be developed during 2001. Among strategies being developed in the Department:
- a. Identify Auxiliarists who have professional ties to the media, filmmaking, print media, photography, and media production. Interested Auxiliarists shall be utilized to assist Coast Guard Public Affairs offices, the OBS Project Officer and other OBS partners in delivering a media message to the public through print, radio, television and other sources. In particular, Auxiliarists can be used to write and submit boating safety articles, create PSAs, produce B-roll material for use by the media and OBS partners such as NSBC (and CSBC), and assist in other programs specifically designed to carry the Operation BoatSmart message to the public. **(Support, Media Outreach, Awareness/Educational)**
  - b. USCGAUX's **Celebrity Promotions Branch** in the **Department of Marketing and Public Affairs** will identify Auxiliary celebrities who would be willing to assist the promotion of Operation BoatSmart precepts. **(Media Outreach)**
  - c. Maintain liaison with the Canadian Safe Boating Council's Theodore Tugboat to assist in planning marine events in the U.S., and to identify Auxiliarists in a given area who can provide logistic and other support as appropriate. **(Support, Media Outreach)**
5. **Regional and Local Public Affairs Outreach.** Suggested strategies for USCGAUX District and Flotilla public affairs offices include:

- a. Assist Coast Guard District public affairs staffs as needed. CG Area Public Affairs staffs are developing a Communications Plan that includes USCGAUX participation. **(Support, Media Outreach, Awareness/Educational)**
- b. Expand Speakers Bureaus to assist Coast Guard and local boating authorities that request boating safety speakers for given events and classroom outreach. Speakers should make use of information in the Auxiliary PA Manual, NSBC annual information packets, and “Talking points” taken from the Operation BoatSmart web site ([www.operationboatsmart.org](http://www.operationboatsmart.org)), the NSBC web site ([www.safeboatingcouncil.org](http://www.safeboatingcouncil.org)) and traditional Coast Guard, Auxiliary, and State boating web sites. **(Media Outreach, Support, Awareness/Educational)**
- c. USCGAUX Flotilla Commanders should make available PFD Panda and Coastie the Boat (under appropriate supervision and oversight) to other OBS partners, including the Coast Guard, local Power Squadrons or boating authorities for use in school demonstrations and other public and media outreach. **(Support, Media Outreach, Awareness/Educational)**
- d. District Commodores and Flotilla Commanders should expand coordination with local safety-oriented associations, coalitions, and similar groups related to boating safety through membership, coordination of speakers or PA booths, safety lectures during industrial or military safety stand-downs, safety seminars, etc. **(Support, Awareness/Educational)**

## 6. Outreach to non-traditional boaters.

- a. The **Boat/U.S. Branch** of USCGAUX’s **Department of Boating** will provide a liaison for Auxiliary efforts to target hunters through the **Boat/U.S. Foundation** which is focusing efforts to reach duck hunters through participation in gun shows and other venues. USCGAUX is working with Boat/U.S. Foundation to determine how the Auxiliary can help support this effort. **(Vendor/Organization Outreach, Support, Awareness/Educational)**
- b. Become familiar with fishing tournaments, hunting tournaments and other sportsmen’s venues where non-traditional boaters may be present, and offer assistance to organizers, in whatever capacity the organizers will allow them to perform. The aim is to gradually be included into aspects of tournament organization, including safety considerations, assisting with safety zones, offering free vessel safety checks at the tournament, advocating PFD wear for all participants, running an information booth, etc. **(Awareness/Educational)**
- c. Identify boater populations within their respective areas who are part of a minority population, and make every effort to work within the minority community to offer VSCs, boater education courses, and other outreach measures to minority boaters in these communities. They plan on working with a variety of

organizations (such as the **NAACP**), **schools** and **colleges, churches**, and **Chambers of Commerce** or other entities to determine the most appropriate forums for outreach. USCGAUX through the **Recruiting Office** will design recruiting measures to enlist Auxiliarists who are part of a minority population within the community. **(Vendor/Organization Outreach, Support, Awareness/Educational)**

- d. Identify bilingual members who can assist OBS partners in educational outreach to foreign-speaking boaters in the area. Interested Auxiliarists should make themselves available for outreach in schools, at boat show or event booths, on “white hat” or cutter patrols in areas where boaters speak a language other than English, foreign language radio and television stations, public affairs offices (for PSAs or translation of boating safety literature), etc. USCGAUX through the **Recruiting Office** will design recruiting measures to enlist Auxiliarists who are bilingual. **(Support, Awareness/Educational)**
  - e. Request duck hunters, canoeists, kayakers, and PWC operators come to Flotilla meetings or other venues to speak to members about how, when, and where they operate their watercraft. Such discussions should assist members in determining how best to approach these “non-traditional” boaters so intervention strategies can be made more effective. **(Awareness/Educational)**
  - f. Involve Flotilla Commanders in inland areas to support local boating authorities in OBS intervention strategies. Focus should be to ensure these Flotillas have a full understanding of their importance in Operation BoatSmart and that they have adequate logistic and training support. **(Support)**
7. **Support for State Legislative Efforts.** USCGAUX members, while free to lobby as ordinary citizens, may not lobby on behalf of the States while in uniform or as representatives of the Coast Guard Auxiliary. However, Auxiliarists can assist State BLAs who request information or who request testimony regarding boating conditions or considerations in a particular area, which may have an impact on legislation the BLA is attempting to pass. The Auxiliary has a cadre of State liaison officers and has taken a public position on the need for mandatory education, appropriateness of proctored examinations in boating safety classes, and has worked on NASBLA committees to develop new standards for boating safety courses. As the Coast Guard, NASBLA, and the States define their legislative and regulatory agendas and recommendations, USCGAUX can work to find ways to support these initiatives without lobbying directly. **(Support, Legislative)**
8. **Additional Support to State BLAs.** District Commodores and USCGAUX SLOs are encouraged to consider the following strategies in support of OBS efforts:
- a. Encourage State licensing agencies to include information on the legal and safety provisions effective in each State, as well as legal consequences for non-compliance, with language that strongly encourages boat owners to get a free,

penalty-free vessel safety check before going out on the water. **(Support, Awareness/Educational)**

- b.** In conjunction with CG District Commanders, RBS specialists, and State BLAs, review existing agreements with State governmental agencies to ensure agreements continue to meet the needs of the boating public. MOAs should also address coordinating boating safety class scheduling, expanded use and recognition of VSCs, marine environmental protection concerns and emergency response coordination. The State Liaison Officers in particular should work closely with RBS specialists and their State BLAs to ensure continued support and collaboration with the States on boating safety initiatives. **(Support)**
- c.** Invite State BLAs or their representatives to their workshops and conferences whenever possible to facilitate greater understanding of key boating safety issues within the State. **(Support)**



## **APPENDIX B Tab C**

### **Planning Guidance for National Association of State Boating Law Administrators Initiatives**

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#### **Organizational Structure**

**The organizational structure for each partner is provided as an aid to other organizations in understanding the lexicon, hierarchy, and areas of responsibility of coalition partners.**

1. NASBLA is the acronym for the National Association of State Boating Law Administrators. The association represents the boating authorities of all 50 states and the U.S. territories. The association is dedicated to reducing boating accidents, saving lives and helping to make boating a safe and enjoyable experience for all. NASBLA is working to achieve uniformity in boating laws from state-to-state, encourage reciprocity of boating laws, and establish standards for boating safety education and boating law enforcement practices.
2. **Organizational Structure.** NASBLA holds a national conference in the fall each year. The Executive Board of NASBLA is elected during the annual conference. Typically, the Vice President of the previous board assumes the presidency of the new board at this time. Other officers on the Executive Board include: the president of each of the regional associations (see # 3 below), Secretary/Treasurer, the Past President of NASBLA, and two members-at-large. National policy committees include:
  - a. Boating Accident Investigation Reporting and Analysis (BAIRAC);
  - b. Boats and Associated Equipment;
  - c. Education;
  - d. Law Enforcement;
  - e. Numbering and Titling; and
  - f. Waterways Management.

NASBLA staffs are at two offices. The Executive Director is at an office in Delaware. The remainder of the staff is in Lexington, KY, at NASBLA Headquarters. Staff members include a Deputy Director, a Communications Manager, two project directors, a controller, and an office manager.

- 3. Regional Associations.** NASBLA is divided into three autonomous regional organizations: Northern Association of Boating Administrators or NABA, Southern States Boating Law Administrators Association or SSBLAA, and Western State Boating Administrators Association or WSBA. Member states in each region are as follows:

<b>NABA</b>	
Connecticut Delaware Illinois Indiana Iowa Kansas Maine Massachusetts Michigan Minnesota Nebraska	New Hampshire New Jersey New York North Dakota Ohio Ontario Pennsylvania Rhode Island South Dakota Vermont Wisconsin
<b>SSBLAA</b>	
Alabama Arkansas District of Columbia Florida Georgia Kentucky Louisiana Maryland Mississippi Missouri	New Mexico North Carolina Oklahoma Puerto Rico South Carolina Tennessee Texas Virgin Islands Virginia West Virginia

WSBAA	
Alaska	Montana
American Samoa	Nevada
Arizona	N. Mariana Islands
California	Oregon
Colorado	Utah
Guam	Washington
Hawaii	Wyoming
Idaho	

Each regional association elects officers annually. The Executive Board in each region includes a president, vice president, secretary/treasurer, the past president, and at-large members. The regional associations hold separate conferences yearly.

4. **Associate Members.** NASBLA is a coalition that includes over 75 businesses and organizations aside from Boating Law Administrators and hundreds of other agency managers of all 50 states and the U. S. territories. A Directory of all members can be found in Appendix D:

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## NASBLA Initiatives

**NOTE: Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.**

1. NASBLA will use its magazine, Small Craft Advisory as a forum for various "how to's" in line with Operation BoatSmart. Ideas could include: "How to Organize a Water Safety Coalition in Local Areas," "How to Develop a Media Outreach Plan with Other Organizations," or articles on specific high-risk groups and suggestions for approaches, etc. NASBLA will include an Operation BoatSmart column each month in the Small Craft Advisory and in 2002 will do a full feature on the operation. **(Support, Media Outreach, Awareness/Educational)**
2. NASBLA will encourage state and local boating authorities – through the magazine and other forums -- to work with the CG Auxiliary and USPS to insert information in the licensing/taxation information sent to boaters on the value and ease of getting VSCs. NASBLA will also encourage state and local boating authorities to consider including other information whenever possible, such as contact information on area boater education courses, the importance of wearing a life jacket at all times – and to push the comfort and value of inflatables particularly. **(Support, Awareness/Educational)**
3. NASBLA will work with all planning partners and other organizations to ensure Wallop-Breaux funds work to promote safety along with boating fun. **(Support, Vendor/Organization Outreach, Awareness/Educational)**
4. NASBLA will create a hyperlink on its web site to all the partners in Operation BoatSmart, including the Operation BoatSmart web site – and give permission for same to the other partners. **(Support, Media Outreach)**
5. NASBLA will encourage State BLAs to consider conducting "white hat" patrols at high-risk times and areas, in order to reach a greater number of boaters among target groups. The states are also encouraged to enlist the help of the Auxiliary and

USPS in educational outreach to be conducted at the same time that law enforcement officers are on regular patrols. **(Awareness/Educational)**

6. NASBLA agrees to share the results of the National Needs Assessment Study, when completed, to further refine BoatSmart strategies at the state and local level. **(Support)**
7. NASBLA will encourage state and local boating authorities and agencies to put information on web sites and make available information on programs to other partners. **(Support, Awareness/Educational)**
8. NASBLA will continue to encourage State BLAs to consider supporting legislation on mandatory education, licensing, and life jacket wear. **(Legislative)**
9. NASBLA will encourage state and local boating authorities to buy AND wear life jackets, particularly inflatables, at all times while underway. NASBLA affirms that boating authorities need to visibly demonstrate to the boating public the ease and reliability of these products and to encourage their wear at all times. **(Awareness/Educational)**

## APPENDIX B Tab D

### Planning Guidance for National Safe Boating Council Initiatives

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#### Organizational Structure

The organizational structure for each partner is provided as an aid to other organizations in understanding the lexicon, hierarchy, and areas of responsibility of coalition partners.

1. **Origins of the National Safe Boating Council.** The National Safe Boating Council or NSBC was organized in 1958 under the name National Safe Boating Committee. The NSBC currently has a membership of over 290 U.S. and Canadian organizations, all with an interest in boating safety and education. NSBC members are a diverse group. Approximately two-thirds of the member organizations are non-profit organizations while the rest are for-profit associations and businesses.
2. **Mission Statement.** The mission of the NSBC is to reduce recreational boating accidents and enhance the boating experience. The NSBC is the foremost coalition for the advancement and promotion of safer boating through education. The Council accomplishes this mission by:
  - a. Conducting a series of on-going annual campaigns in the U.S. and Canada to promote safe boating,
  - b. Providing opportunities to work directly with national and international leaders in boating education,
  - c. Improving the professional development of boating safety educators,

- d. Distributing safe boating information to boating organizations and to the public,
- e. Developing and recognizing outstanding boating safety programs, and
- f. Supporting research initiatives that strengthen boating education and safety awareness.

**3. Organizational Structure.** NSBC elects a Board of Directors annually. Offices on the Board include: Council Chair, Vice Chair, Secretary, Treasurer, and the immediate Past Chair. The Vice Chair of the previous Board assumes the Chair position following the election. Other members of the Board include representatives from the U. S. Coast Guard, the Canadian Safe Boating Council, the National Water Safety Congress, and NASBLA. Additional members include the Executive Director and Associate Director of NSBC, Legal Counsel, the chair of the membership Committee, and at-large members. The Executive Director and Associate Director are the only paid staff for NSBC.

Membership may be one of two types: non-profit or government membership and membership for commercial and trade associations. Membership entitles members to the following:

- a one-year subscription to **GO BOATING** magazine
- access to all NSBC meetings, seminars and training programs
- quarterly issues of **Anchor Line**, NSBC's boating safety newsletter
- NSBC membership directory, lapel pin and annual membership certificate
- use of the National Safe Boating Council logo for approved purposes
- representation among other national and international boating safety forums
- complimentary copies of NSBC research publications and/or products
- advance copies of NSBC-sponsored National Safe Boating Campaign materials
- discounts on exhibit space at the annual Summit

A Directory of Members is included in Appendix D.

**4. Additional information.** With the National Water Safety Congress, NSBC holds an annual summit, called the International Boating and Water Safety Summit, which provides information to boating and water safety specialists from around the country and the world.

More information on NSBC can be found at [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org).

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## NSBC Initiatives

**NOTE: Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.**

1. NSBC will support the objectives of Operation BoatSmart by conducting a series of ongoing North American Safe Boating Campaigns to promote Safe Boating. The objectives of these Campaigns include:
  - a. Maintain and enhance the international partnership alliance created in 2001. This alliance will continue to address methods of preventing injury and accidents in the boating environment; **(Support)**
  - b. Produce a year-round, family targeted boating safety and injury prevention awareness campaign focusing primarily on proper use of PFDs. Special campaign emphasis will be placed on reaching the target boater market segments of paddlers, hunters and anglers, and personal watercraft users; **(Awareness/Educational)**
  - c. Lend direct support and public awareness to national projects and awareness campaigns addressing the issue of boating-under-the-influence; **(Support, Awareness/Educational)**
  - d. Establish and maintain a multi-year, inter-modal approach for underwriting accident prevention and boating safety awareness initiatives by leveraging public-private partnerships and corporate sponsorships; **(Vendor/Organization Outreach, Awareness/Educational)**
  - e. Develop broad-based distribution and delivery systems of safety awareness information to all current and future boaters; **(Awareness/Educational)**
  - f. Continue to widely broaden the U.S. grassroots and Canadian campaigns to include more Canadian safe boating and accident prevention groups for a more



cohesive North American Campaign for year two of the 2001-2005 campaign;  
(Support)

- g.** Create a national advertising and public relations campaign, utilizing media personalities to promote the theme “BoatSmart from the Start. Wear Your Life Jacket.” **(Media Outreach, Awareness/Educational)**
  - h.** Provide local funding to support projects. The objectives of the “*Local Recreational Boating Safety (RBS) Grant Program*” include:

    - (1)** Accident reduction through greater public access to boating safety programs at the local level;
    - (2)** Enhanced public awareness of the benefits of boating safety at the local level;
    - (3)** Enhanced financial support of local boating safety initiatives by providing funding for local volunteer projects;
    - (4)** Enhancement of the boating experience by providing public support and information to local boating safety initiatives. **(Support, Awareness/Educational)**
- 2.** NSBC will work to provide opportunities for OBS partners to work directly with national and international leaders in boating education through the International Boating and Water Safety Summit. **The objective of the Summit for 2002 is to target multiple boating and aquatic professionals with a focus on addressing the at-risk segments of paddlers, hunters, anglers, and watercraft users with issue-specific recreational boating and water safety topics.**
- a.** Other objectives of the 2002 Summit include:

    - (1)** Planning, implementing and conducting an International Boating and Water Safety Summit that targets multiple boating market segments as well as issue-specific recreational boating and water safety topics;
    - (2)** Establishing private sector organizations as partners;
    - (3)** Supporting the organizational objectives of the RBS program to save lives, reduce the number of boating accidents and associated health care costs.
    - (4)** Generating sufficient impact through the program to modify on-the-water behavior such that the degree of effectiveness can be measured in a systematic evaluation process; and
    - (5)** Presenting a positive image for boating, demonstrating that boating is a fun recreational activity, which requires an acquired degree of skill and responsibility. **(Support, Vendor/Organization Outreach, Awareness/Educational)**
  - b.** Improving the professional development of boating safety educators, the NSBC will offer a minimum of two Boating Safety Instructor Training Certification Classes per year. This training program is available to partners and other

organizations in order for them to gain a better understanding of the NASBLA Education Standards. **(Support)**

**c. Distributing safe boating information.**

- (1) The NSBC maintains three web addresses to distribute boating information. These addresses are: [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org); [www.safeboatingcampaign.org](http://www.safeboatingcampaign.org); [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com); and [www.boatingsafetysidekicks.org](http://www.boatingsafetysidekicks.org)
- (2) Place pertinent safe boating information in the hands of over thirty-six million Americans, in all states and jurisdictions, just prior to the launch of the North American Safe Boating Week campaign through the “BoatSmart From The Start – A Family Guide to Safe and Responsible Boating” Reader’s Digest supplement.
- (3) Place safe boating information in the form of the Boating Safety “SideKicks” publication in the hands of kids grades 3-5 through partnership with Wal-Mart. Place boating safety check sheets in the hands of adults through Wal-Mart. **(Media Outreach, Vendor/Organization Outreach, Awareness/Educational)**

**d. Developing and recognizing outstanding boating safety programs. The NSBC has 3 award programs to recognize outstanding efforts and leadership in boating safety. These programs are:**

- (1) Boating Education Advancement Award
  - (a) Northern States Region Winner
  - (b) Western States Region Winner
  - (c) Southern States Region Winner
  - (d) National Winner
- (2) Youth Program of Excellence Award
- (3) Boating Safety Hall of Fame Award(s) **(Support, Vendor/Organization Outreach)**

**e. To support research initiatives that strengthen boating education and safety awareness, NSBC will cooperate fully with NASBLA and other NSBC member or non-organizations to complete research and survey projects which measure and/or otherwise support understanding of safe and unsafe boating practices, equipment, education and outreach best practices, alcohol use while boating, etc. **(Support, Vendor/Organization Outreach)****

## APPENDIX B Tab E

### Planning Guidance for United States Power Squadrons Initiatives

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#### Organizational Structure

The organizational structure for each partner is provided as an aid to other organizations in understanding the lexicon, hierarchy, and areas of responsibility of coalition partners.

1. **Background.** The mission of the United States Power Squadrons is to promote boating safety through education and civic activities while providing fellowship for members. The first “power squadron” was part of the Boston Yacht Club and was established for members who owned power-driven yachts. As more engine-driven craft became available, the concept became popular in other yacht clubs. The individual power squadrons decided to band together and, in 1914, formed a national organization called the United States Power Squadrons (USPS). Today, **USPS includes members with both sail and powerboats** and some squadrons are now termed “...Sail and Power Squadron.”
2. **Education:** An early feature of USPS was the conduct of classes among its members in the basics of **piloting and seamanship**. Over the years, more subjects were added until there are now eleven specialized courses available to members. **Teaching the public also became a key program in USPS**, not only for basic boating as today, but even to teach seagoing officers the fundamentals of navigation during World War II.
3. **Civic Service:** As part its commitment to civic activities, **USPS supports the National Oceanographic and Atmospheric Administration (NOAA)** by providing updates and corrections to nautical charts and publications as well as aeronautical charts and geodetic survey markers. In addition, USPS is an active participant in the **Vessel Safety Check program** and carries out **National Safe Boating Week activities**.

#### 4. Organization Levels.

- a. **Squadrons:** Each local squadron is headed by an elected **Commander** who oversees a staff of **five elected department heads, or Lieutenant Commanders**, each responsible for a specific aspect of squadron activity. These six officers compromise the squadron's "**Bridge**." Each department consists of a number of committees. The **Executive Officer** heads the Executive Department whose committees are responsible for what may be described as the "external" affairs of the squadron, such as public relations, cooperative charting and the vessel safety check program. The **Administrative Officer** supervises committees concerned with "internal" affairs such as membership and boating activities. The **Educational Officer** is responsible for the committees that conduct the Squadron's educational courses. The **Secretary** and **Treasurer** function much as they do in any elective organization.
- b. **Districts:** The over **450 squadrons in USPS are organized into 33 Districts** for communication and coordination between the local and national levels. The **head of a district is the District Commander** and **the bridge consists of five District Lieutenant Commanders**, each responsible for the same departments as at squadron level.
- c. **National:** While belonging to a local squadron, every member also belongs to the United States Power Squadrons, a national organization of 60,000 members. To administer this organization there is a **National Bridge** comprised of exactly the same categories of officers as at district and squadron levels. **The leader of USPS is the Chief Commander and his Bridge is comprised of five elected Vice Commanders.** To deal with the day-to-day business of the national organization there is an **Operating Committee, comprised of the National Bridge and select National Committee Chairs.** Assisting with the business of USPS is the **National Headquarters in Raleigh, NC**, headed by a paid manager with a staff of about 20. This headquarters deals with the everyday activities of printing and distributing course material, maintaining records and performing administrative tasks at the direction of the Operating Committee.

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## USPS Initiatives

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1. USPS districts will familiarize and encourage their squadrons in OBS activities and disseminate information and guidance provided by OBS partners and the USPS National Executive Officer. Districts will report such information as may be requested by the National Executive Officer. **(Support)**
2. Squadrons will carry out initiatives that may be requested by the National Executive Officer. They will endeavor to meet with other partner organizations at the local level, determine local problems, and formulate ideas and strategies to carry out the principles of OBS in their area. **(Support)**
3. USPS will support the OBS precept of life jacket wear by including life jacket information in its Boat Smart Course, the Squadron Boating Course, and videos, as well as America's Boating Course, and the National Safe Boating Test. **(Media Outreach, Awareness/Educational)**
4. USPS will support the OBS precept of vessel examination by increasing the number of vessel safety checks performed each year and expanding the number of trained vessel examiners. This will be encouraged through the use of competition and awards at district and national levels. USPS squadrons will join with other partners at the local level to plan and coordinate joint VSC activities. **(Awareness/Educational)**
5. USPS will support the OBS precept of boater education by encouraging squadrons to teach as many boaters each year as the squadron has members. This is part of the criteria for a national competition and award called the "Bowsprit Program". Squadrons will identify and contact local organizations of "non-traditional" boaters and deliver appropriate training. **(Awareness/Educational)**

6. USPS will support the OBS precept of safe and sober boating by including warnings about BUI in its courses, videos, America's Boating Course and the National Safe Boating Test. **(Media Outreach, Awareness/Educational)**
7. **Local BoatSmart Councils.** In addition to the above initiatives USPS will embark on a program to encourage individual squadrons to form or join local BoatSmart Councils to address boating problems at the local level. These councils will include local representatives of the Coast Guard, Coast Guard Auxiliary, USPS, law enforcement agencies, yacht and boating clubs, and representatives of fishing, canoeing/kayaking and hunting organizations (and any other local organizations that have an impact of local recreational boating. These councils will be informal in nature to minimize paperwork and administration. They will seek to identify local causes of boating accidents and formulate courses of action to alleviate the problems. Then, in a combined effort, they will carry out these actions under the banner of Operation BoatSmart. Partnering will make the efforts of the local BoatSmart Council greater than a pattern of individual efforts by:
  - a. Using a team approach to identify and come up with solutions for local accidents
  - b. Encouraging local organizations to work together on publicity, vessel safety checks, signage, handouts, boat shows, demonstrations and other local boating safety activities
  - c. Getting more support from local media than that available to organizations individually
  - d. Helping individual organizations to deconflict similar activities such as boating courses
  - e. Taking advantage of national Operation BoatSmart publicity **(Support, Media Outreach, Vendor/Organization Outreach, Awareness/Educational)**
10. In addition to the above, USPS may develop additional initiatives, which will be added to this document as appropriate.
11. **Reports.** Reports will be sent from the districts and squadrons, through the national Project Officer. After review by the Operating Committee, the National Project Officer will forward reports to other OBS partners.

## APPENDIX B Tab F

### Planning Guidance for National Water Safety Congress Initiatives

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#### Organizational Structure

The organizational structure for each partner is provided as an aid to other organizations in understanding the lexicon, hierarchy, and areas of responsibility of coalition partners.

1. **Mission.** The National Water Safety Congress is a non-profit organization dedicated to promoting recreation water safety in the United States. The Congress was organized in 1951 in response to a growing number of recreation related drownings. NWSC subscribes to two basic approaches to attain goals of reducing fatalities, injuries, and property damage related to water recreation: education and enforcement. Specific goals include:
  - To eliminate or reduce the number of water-related recreational accidents, injuries, and fatalities in the United States.
  - To instill water safety awareness in recreational users of our nation's waters.
  - To develop a network of water safety professionals throughout the country.
  - To establish or improve working relationships between federal, state, local agencies, organizations and individuals interested in water safety.
  - To educate members and the public on current water safety initiatives and problems.

The membership of the Congress includes water safety specialists from Federal, state, and local governments, water/flood control authorities (in particular, the Army Corps of Engineers), water oriented utility companies, public safety agencies, water safety councils, and private individuals.

2. **Leadership.** The NWSC's strength is its regional grassroots membership and local water safety councils. The governing body of the organization is the **Board of Directors** (12 at-large members and 12 elected officers). Board members are representative of the organization's membership. The Board is elected annually at its spring meeting. The new Board of Directors elects all the officers with the exception of the President, a position that is automatically assumed by the Executive Vice-President from the previous year.
3. **Regional Structure.** NWSC is divided into eight regions. States comprising each region are as follows:

#### **NWSC Regions**

<b>Region 1:</b>	<b>Region 5:</b>
<b>West Virginia</b> <b>District of Columbia</b> <b>Virginia</b> <b>North Carolina</b> <b>South Carolina</b> <b>Georgia</b>	<b>Oklahoma</b> <b>Texas</b> <b>Colorado</b> <b>New Mexico</b> <b>Arkansas</b> <b>Louisiana</b>
<b>Region 2:</b>	<b>Region 6:</b>
<b>Maine</b> <b>New Hampshire</b> <b>Vermont</b> <b>Massachusetts</b> <b>Connecticut</b> <b>Rhode Island</b> <b>New York</b> <b>New Jersey</b> <b>Pennsylvania</b> <b>Delaware</b> <b>Maryland</b>	<b>North Dakota</b> <b>South Dakota</b> <b>Nebraska</b> <b>Kansas</b> <b>Minnesota</b> <b>Iowa</b> <b>Missouri</b>



<b>Region 3:</b>	<b>Region 7:</b>
Ohio Kentucky Illinois Michigan Wisconsin Indiana	Washington Oregon Idaho Montana Wyoming Alaska
<b>Region 4:</b>	<b>Region 8:</b>
Tennessee Florida Alabama Mississippi	Arizona Utah Nevada California Hawaii

**4. Membership.** Members of NWSC include the following:

**a. National Organizations**

- (1) U.S. Coast Guard
- (2) Dept of the Interior Bureau of Land Management
- (3) National Transportation Safety Board
- (4) Federal Energy Regulatory Commission
- (5) National Safe Boating Council
- (6) Canadian Coast Guard

**b. Corporate Sponsors**

- (1) Georgia Power Company
- (2) Southern Company Services, Inc.
- (3) Aluminum Company of America Yadkin/Alcoa/Tapoca
- (4) Idaho Power
- (5) Wisconsin Electric Power Company
- (6) Entergy
- (7) Indiana Michigan Power Company

**c. Region 1**

**d. Region 2**

- (1) Connecticut Boating Div.

**c. Region 3**

- (1) Ohio Div of Watercraft

**d. Region 4**

- (1) Marine Police: Alabama, Florida, Mississippi, Tennessee
- (2) Tennessee Valley Authority
- (3) U.S. Army COE, Nashville Dist.

**e. Region 5**

- (1) US Army COE, Little Rock Dist.
- (2) Southeast Texas Boating Guide
- (3) Texas Parks & Wildlife Boating

**f. Region 6**

**g. Region 7**

- (1) Idaho State Parks
- (2) Idaho Power Co.
- (3) AVISTA Corp.
- (4) Oceanid

**h. Region 8**

- (1) New Mexico St. Parks

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## NWSC Initiatives

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1. NWSC will continue the development of the chartering kit for local water safety councils to provide tools for local groups to form non-profit groups for promoting boating and water safety. The NWSC plans to make this toolkit available on our website to any interested group, and use the BoatSmart connection to promote its use by partners such as the U.S. Coast Guard Auxiliary and other organizations. **(Support)**
2. NWSC will continue promotion of the NWSC Small Grant program by making \$9,000 in grants available each year to local water safety councils and other affiliated local organizations that need funds to promote boating and water safety. We hope to promote the program through Operation BoatSmart. **(Support)**
3. NWSC will continue its partnership with the National Safe Boating Council in promotion, production, and continued growth of the International Boating and Water Safety Summit. Continue to work to diversify the target audience to include more state and local representation, especially participation by state and local boating law enforcement personnel. **(Vendor/Organizational Outreach, Support)**
4. In partnership with the National Association of State Boating Law Administrators, NWSC will begin the process of revising the *Guide to Multiple Use Waterway Management* during the 2002 fiscal year. We will encourage participation, input and comment by Operation BoatSmart partners as we proceed through the revision process. **(Support)**
5. NWSC will continue to recognize outstanding boating and water safety programs through the NWSC award program. The NWSC will make an effort to widely publicize our award program through Operation BoatSmart partners so that

individuals and organizations that are making significant contributions to boating safety may be recognized. **(Support)**

6. Where possible, NWSC will incorporate Operation BoatSmart information into the National Water Safety Congress website and provide links with the United States Coast Guard and other organizations to promote the principles of the Operation BoatSmart program. **(Media Outreach, Support)**
7. NWSC will continue to work on the revision and publication of the *Guide to Marina Inspection* guidelines and make the publication available to other partners to use to promote boating and water safety at marinas and other public facilities. **(Support)**
8. The National Water Safety Congress will support NASBLA and the efforts of other governmental organizations to enact boating safety education, including mandatory boater education and life jacket wear requirements. The NWSC has historically supported such legislative proposals through resolutions of support drafted by the Board of Directors and approved by the membership at the annual membership meeting. NWSC board members have also been active in supporting and promoting legislative initiatives by providing data, writing letters of support to State BLAs and NASBLA, and testifying before committees in state legislatures and in the U.S. Congress. Its most recent effort has been to write letters to the Executive Director of NASBLA in support of NASBLA's efforts to reauthorize Wallop-Breaux Trust Funds.

# APPENDIX C

## Tab A

### Media and Public Affairs Plan

**NOTE:** Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.

#### General Considerations

To maximize the use of the media in getting out Operation BoatSmart messages, **the partners are encouraged to use the 2001 North American Safe Boating Campaign "Boat Smart from the Start" materials** and "Different World on the Water - Boat Safe and Sober" (forthcoming from the Coast Guard's Office of Boating Safety). The partners are then encouraged to use each other's unique expertise and community influence to help deliver a consistent message to the public. The OBS message should be based around the four principles of Operation BoatSmart:

- Wearing life jackets save lives
- Boater education saves lives
- Safe boats, properly outfitted and well-maintained, save lives
- Safe and sober boating saves lives.

For the introduction of Operation BoatSmart at the start of the 2001 boating season, time has not permitted the planning team to produce and distribute exclusive Operation BoatSmart promotional materials for use by all of the partners. Therefore, all partners are encouraged to use materials already in hand for their outreach efforts for the 2001 boating season. BoatSmart materials may be available later in the boating season and will be more readily available in subsequent years.

Media outreach strategies should focus on supporting and channeling boating safety efforts on reaching the high-risk boater populations in a given

area. In that way the partners can reach more members of the boating public who may be at risk.

As Operation BoatSmart develops, a focused marketing and promotions plan with easily identifiable materials will be created. Materials will include a logo, a press kit with video clips, repeatable messages for use in presentations and public affairs events, radio and television and paid commercial advertisements, boating safety education promotions, and communications to address sober boating. It will also include strategies to generate interest from the news media.

Partners have planned the following events and are working with the Coast Guard's Office of Boating Safety to implement them over the 2001 boating season.

Target Date	Lead Organization	Event or Initiative Kick-Off
May 19, 20	US Power Squadrons	National Safe Boating Week Celebration, Liberty Landing Marine, Jersey City, NJ
May 24	Nat'l Safe Boating Council	National Safe Boating Week Kick-Off, Washington, DC – <u>all</u> partners participating
Memorial Day	Nat'l Safe Boating Council	Public Service Ann., Video News Releases (Saved by the Jacket) "Boat Smart from the Start -- Wear Your Life Jacket"
Memorial Day	US Power Squadrons	National Safe Boating Test – PSAs, Speedvision TV Ads
June 2	US Power Squadrons & CG Auxiliary	Olive Oil and Popeye – Vessel Safety Checks
July 4th	USCG Office Boating Safety	Boat Safe and Sober – Different World on the Water

The events and initiatives depicted above are a sampling of the types of events that can be anticipated on a yearly basis. In addition, the International Boating and Water Safety Summit, hosted by the Water Safety Congress, provides opportunities for media and promotions of Operation BoatSmart messages. The focus of the Summit for 2002 will be on the at-risk segments of paddlers, hunters, anglers, and watercraft users.

The Auxiliary, USPS, and other volunteer organizations who support Operation BoatSmart have been asked to identify members of their organizations who have professional ties to the media, film-making, print media, photography, and media production. Interested volunteers will be used to assist Coast Guard

and other boating authorities' Public Affairs offices, the OBS Project Officer, and other OBS partners in delivering a media message to the public through print, radio, television and other sources. In particular, interested media experts will be used to **write and submit boating safety articles, create PSAs, produce B-roll material for use by the media and OBS partners** such as NSBC and CSBC, and **assist in other programs specifically designed to carry the Operation BoatSmart message to the public.**

## **Spreading the OBS Message through National Outreach**

The National Safe Boating Council is a consortium of 300 organizations committed to safe boating and is a resource for assistance in media outreach. Their membership list is published to assist in networking and maximizing communications. It may be accessed at [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org). NSBC, along with OBS partners and other stakeholders annually kick off the boating season with a series of events in late May. **Emphasis in the campaign continues to be “Boat Smart from the Start – Wear Your Life Jacket.”** Promotional plans with accompanying materials have been made possible through a grant from the Aquatic Resources (Wallop/Breaux) Trust Fund, administered by the U. S. Coast Guard. Safe Boating kits are distributed to over 18,000 boating safety professionals nationwide during late winter and early spring. **Operation BoatSmart will maximize the campaign’s annual theme by repeatedly expressing the theme in all media outreach throughout the year.**

This year’s campaign is based on the “Saved by the Jacket” books compiled by NSBC. These books stress a positive message about how life jackets have saved many lives in recent years. The stories are real and each person interviewed tells a compelling tale of his or her harrowing brush with death. All OBS partners are asked to base their public affairs outreach in a similar, complementary fashion, emphasizing a positive, upbeat message. Take a look at the way the OBS principles are written: “Life jackets **save** lives, boater education **saves** lives, safe boats **save** lives, and safe and sober boating **saves** lives.” These messages **emphasize the positive message already in place in the “Boat Smart from the Start”** campaign.

In succeeding years, additional promotional materials will be developed. However, the message in these out years will continue to key off the main message in the North American Safe Boating campaign. Events, activities, and public affairs outreach should always try to stay on message. A Fact Sheet on Operation BoatSmart is in Enclosure One of this tab.

## Spokespersons

All OBS partners are asked to **include mention of the other partners whenever possible when referring to Operation BoatSmart or in describing safety issues** in relation to Operation BoatSmart. The more organizations and agencies you can say are interested in this particular issue, the more weight you give to that issue. Also, by mentioning the partnering organization(s) involved in the issue, you are advertising the organization(s) to the public, tying the partner(s) in with your organization in this endeavor, strengthening your relationship with the partnering group(s) in the eyes of the public, and giving a boost to the efforts of the partnering organization(s).

The Executive Director of the National Safe Boating Council, Mr. Virgil Chambers, is an experienced media spokesperson for boating safety issues at the national level. He also has an extensive network of reliable expert spokespersons in areas of boating safety interest such as life jacket wear, statistics, boater education courses, demographics, etc. Media inquiries may be addressed to Mr. Chambers, Columbus, OH, (740) 666-3009, [nsbcdirect@safeboatingcouncil.com](mailto:nsbcdirect@safeboatingcouncil.com).

Spokespersons from partnering organizations are asked to speak only for their respective organizations regarding policies and procedures of other groups. Media representatives will appreciate being referred to a “quotable” spokesperson when crafting a news event.

For information on Canada’s boating safety programs, contact the Canadian Safe Boating Council, Mr. Ted Rankine, Keswick, Ontario, (905) 989-0948, [ted@boatsandplaces.com](mailto:ted@boatsandplaces.com).

For Coast Guard Public Affairs, contact Mr. Jack O’Dell, Washington, DC, (202) 267-6491, [jo’dell@comdt.uscg.mil](mailto:jo’dell@comdt.uscg.mil).

For information about the Coast Guard Auxiliary, contact Mr. Richard Densmore, Valencia, CA, (661) 259-8577 (home), [KF6CYS@pacbell.net](mailto:KF6CYS@pacbell.net).

For inquiries about the U.S. Power Squadrons, contact Ms. Yvonne Hill, Raleigh, NC, (919) 821-0281, [hilly@hq.usps.org](mailto:hilly@hq.usps.org).

For questions concerning the National Association of State Boating Law Administrators, contact Mr. Ron Sarver, Lexington, KY, (859) 225-9487, [ron@nasbla.org](mailto:ron@nasbla.org).



For information on the National Water Safety Congress, contact Mr. Steve Fairbanks, Johnston, IA, (515)-276-4656, X226, [stephen.b.fairbanks@mvr02.usace.army.mil](mailto:stephen.b.fairbanks@mvr02.usace.army.mil)

### Television and Radio

Operation BoatSmart partners plan to develop and implement a multi-year communication plan that will reach large numbers of people with cohesive messages. This plan will integrate news and editorial television and radio, paid television and radio commercials and matching video and audio Internet inputs for partner web sites. The video and audio that is captured will also be produced into a compilation for use in local broadcasts, classroom teaching, or for displays at malls and boat shows.

This year, Public Service Announcements (PSAs) and advertisements have been produced for use in the 2001 North American Safe Boating Campaign by the National Safe Boating Council, the U. S. Power Squadrons, the Recreational Boating and Fishing Foundation, and Boat/US Foundation. These PSAs are to be shown during the kickoff of the annual North American Safe Boating campaign. In addition to the “Boat Smart from the Start” promotional materials, the Operation BoatSmart planning team and Area Public Affairs Offices will provide Operation BoatSmart-specific talking points and fact sheets to Coast Guard district public affairs offices and partner agencies for their use before National Safe Boating Week. A formal announcement of Operation BoatSmart will be made at the kickoff festivities in Washington, DC.

The OBS partners will explore the possibility of the creative use of mascots and other identifiable features of one or more partners to get the BoatSmart message out to a national television audience.

### Print and Web Media Outreach

The National Safe Boating Council has placed pertinent safe boating information in the hands of over thirty-six million Americans prior to the launch of the North American Safe Boating campaign through the “Boat Smart From The Start – A Family Guide to Safe and Responsible Boating” Reader’s Digest supplement. All OBS partners at the national, regional, and local levels are encouraged to mention this supplement in interviews and/or press releases, request extra copies from Reader’s Digest for further distribution, and refer to the information in the supplement when talking to reporters and other audiences.

The National Safe Boating Council has created a **centralized clearinghouse point on their national web site**

[www.safeboatingcampaign.com](http://www.safeboatingcampaign.com) to promote **Operation BoatSmart initiatives, boating events, recent stories of interest, etc.** All partners at the national, regional, and local levels are urged to submit information to this site so that multiple interests can use this information within their own communities. This site is used by the Director of NSBC to provide information to reporters and other interested stakeholders on events happening around the country. Events do not need to be confined to Safe Boating Week events. VSC and boater education “blitzes,” life jacket wear and sober boating campaigns and other public events throughout the year in which boating safety displays or demonstrations are a part should be posted on the site as part of the promotion.

In another effort, NSBC has formed a partnership with Wal-Mart in several initiatives of interest to OBS partners. For example, Wal-Mart sponsored the publication of "SideKicks" which places boating safety information in the hands of kids in grades 3-5. Wal-Mart has also agreed to air safe boating messages on their in-store closed-circuit television network. NSBC and Wal-Mart cooperated to create safety equipment checklists for their boating customers, which will be distributed throughout Wal-Mart stores nationwide. NSBC will seek further opportunities for public outreach using Wal-Mart (which sells more life jackets than any other store in the country) as well as other outreach opportunities. All OBS partners are encouraged to explore similar outreach possibilities with other corporations and manufacturing associations. (See Appendix C, Tab B, “Vendor and Organization Outreach.”) All partners at the national, regional, and local level are asked to note Wal-Mart’s interest in boating safety during interviews and press releases, and seek additional opportunities for public outreach using Wal-Mart or other corporations and associations.

Coast Guard public affairs offices at Headquarters, Areas and Districts have been asked to **market story ideas and submit periodic articles to national magazines for possible publication.** Other OBS partners are encouraged to consider such opportunities as well. A suggested publications list is in Enclosure Three of this tab. Public affairs offices are encouraged to seek subject matter expertise from RBS specialists and other professionals.

The Auxiliary recently reorganized its national Public Affairs staff and plans to integrate their activities (e.g., publicity, speaker’s bureau, and goodwill ambassadors) into Operation BoatSmart. The first step is to identify outreach activities and to develop a plan of action. This plan is to be developed during 2001. **AUXILIARY Public Affairs staffs will assist Coast Guard public affairs staffs as needed.** Guidance, materials and tasking will be forthcoming.

USPS has also agreed to assist OBS partners in various public affairs initiatives. USPS will support the OBS precept of life jacket wear by including life jacket information in its National Safe Boating Test. It will support the OBS precept of safe and sober boating by including warnings about BUI in its National Safe Boating Test.

Coast Guard District Commanders (dpa) have been asked to forward appropriate videos of Coast Guard rescues or demonstrations to the NSBC's Executive Director, Virgil Chambers, for inclusion in BoatSmart-related material. The Coast Guard will work with NSBC to incorporate Coast Guard material with regard to boating safety information for the closed-circuit television loop in Wal-Mart stores. Other partners are encouraged to do the same.

## **Public Affairs Outreach at the Regional Level**

OBS partners are encouraged to mirror the strategies outlined in the North American Safe Boating Campaign at the regional level. OBS partners at the regional, district, and/or state levels are encouraged to share their concerns regarding high-risk boating activities with local and regional media in a timeframe that will bring viewer relevance to the boating audiences.

Partners should seek opportunities to bring Operation BoatSmart messages to targeted boater addressing the Operation BoatSmart message to high-risk boating groups in a given area. Suggested media outreach venues include:

- **Fishing and boating programs**
- **Web sites**, including both organizational or district/regional web sites as well as on web sites of other stakeholders, such as chambers of commerce in areas where there is a high boater population, sporting goods chains, tourist information sites, etc.
- **PSAs and ads on radio and television**, especially ones that explore a non-traditional approach to targeted boater populations in the region.
- **Programs and interviews on television or radio**
- **Posters and other materials** at airports, along roads, on subways, in bus terminals, on busses, trains or other mass transportation

Every year, along with the North American Safe Boating Campaign materials sent to regional and local partners two-three months before the kickoff, NSBC also sends out a separate media "kit" to over 200 major newspapers a couple of weeks before the kickoff. **All partners at the regional and local levels are asked to contact newspapers in their areas soon after the materials are sent** to ask if they can answer any questions and offer possible story ideas to reporters.

## **Public Affairs Outreach at the Local Level**

Strengthening partnerships.

All OBS partners are asked to keep current on local marine or other appropriate events and **coordinate with other OBS partners to ensure that at least one group within the partnership provides a presence at each event.** Whenever possible, include literature and other promotional materials or even representatives from other partners at your display booths. Know where display booths of the other partners are, and encourage sightseers to visit these booths as well. When resources are limited, **consider combining booths or rotating representation during the event.** If there aren't enough resources for all groups to be at all events, work out a schedule before the start of the season whereby one or two partners work at one event and one or two work at another event. That way, all events have a boating safety message being promoted using the limited resources at hand.

If asked for an interview or an appearance at an event or demonstration, **consider including other partners in this outreach opportunity.** An interview with the officer in charge at a Coast Guard station about BUI enforcement is much more effective if a member of the local marine police and/or sheriff's department is there, too! It sends a powerful message that there are forces out there collaborating with each other to lock up boaters who drink. If invited to a school demonstration, consider inviting other partners to assist or to provide "attraction appeal" to your presentation. Officials in uniform always attract attention -- the more kinds, the better. So do static displays of workboats or helicopters, pennants, mascots like PFD Panda, Coastie the Boat, etc. Whenever possible, mention the various OBS partners and supporters in your area, and tell the audience what they do for boating safety.

**One important note: Don't say "No" to appearing at an event before you have checked with other partners to see if one of them could appear instead!** If there is a boating safety message that you want to get across, and you can't physically appear at the given forum, find an OBS partner who can and then suggest this alternative to the person who made the request. OBS partners are encouraged to share Points of Contact or lists of members of their respective organizations' speakers' bureaus who might be available for school demonstrations and other public and media outreach.

Don't forget to post events on the Message Board on the National Safe Boating Council's web site: [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com) as well as local sites if your community has a web bulletin board or other type of community events board. Contact newspapers in the local area that have received a special media kit from NSBC and offer to assist reporters with story ideas that can be carried during the kickoff or throughout the boating season.

All OBS partners are encouraged to **videotape joint demonstrations or activities** to give to reporters, especially when talking about the OBS partnership. Public affairs offices are encouraged to look for opportunities to film

collaborative activities and **send material to the NSBC OBS Project Officer, Executive Director Virgil Chambers**, for inclusion in BoatSmart-related material. Partners at the local level should also consider sharing information about other partners on local web sites.

### Targeting the message.

All Operation BoatSmart partners at the local level should seek opportunities to bring Operation BoatSmart messages to targeted boater populations via local newspapers and magazines, on radio and TV programs and interviews, and with PSAs addressing the OBS message to high-risk boater groups in a given locale. Suggested media outreach venues include:

- **Local fishing and boating programs**
- **Local news programs and talk shows on TV and radio** – interviews and features
- **Features and ads in local newspapers**
- **Web sites**, including both local division/unit web sites and web sites of other stakeholders, such as local chambers of commerce (particularly in popular boating areas), local government sites, sporting goods stores, tourist information sites, etc.
- **Guest columnist for a local paper** –perhaps rotating among partners to share the load and broaden the message
- **Message signs** at mini-storage facilities, churches, dry cleaners, or other local businesses

Local media and public affairs outreach efforts should be organized around specific themes targeting high-risk areas, activities, vessel types and times pertinent in that area. Local OBS partners should try to identify the “who, what, where and when” in their boating community are most at risk, and then try to **gear their outreach so that it will be seen and heard by the targeted audience**. For example, let’s say boating accidents involving teenagers are a problem in the community. Determine what is the main cause of these incidents. Is it BUI? Inexperienced PWC operators? Capsizing canoes in cold rough water? Key the message based on the activities and vessel types that seem to be the main problem in this boater population. Outreach efforts could include:

- interviews with teenagers on local TV or radio programs,
- information on high school and college web sites, school newspapers, and campus radio shows
- PSAs or ads on local radio shows that are popular with teenagers
- a brief presentation about boating safety one day on the school’s daily video broadcast or at rallies sponsored by SADD, DARE, or other organizations

Outreach should include not just the boaters, but their parents, teachers or professors, and friends. Ask local media personalities who are popular with young people to convey a simple safety message while they are giving the weather or boating forecast on radio or TV. Submit feature articles to local newspapers. Print and distribute ads at popular teenage hangouts, such as restaurants, malls, and entertainment centers.

### Public Affairs Events

Another reason to be aware of marine events in the local area is to offer reporters an opportunity to send your safety message out to the boating public before the event itself. For marine events or tournaments, all OBS partners are encouraged to **provide reporters with appropriate boating safety literature before the event** stressing an Operation BoatSmart message as it applies to this event. Is it a fishing tournament? Give reporters some safety tips on the importance of wearing a life jacket at all times while out fishing (show reporters how comfortable some of the new designs are), how to load your boat properly, why you should always anchor from the bow and not the stern, etc.

**Consider asking event sponsors well in advance if they'd like your assistance or presence at the event.** Offer suggestions, but take your cues from them. Do they seem wary or suspicious of a uniformed presence offering assistance? Ask if they would prefer one or more volunteer OBS partners (maybe in polo shirts or other casual clothing) to set up a display booth or do vessel safety checks during the event. You can suggest having a requirement that all boats entering the tournament must have a VSC decal or that all boaters must wear their life jackets. However, you should take your cues from the sponsors and back off if told that will not be part of the event. It is better to be allowed to have some boating safety presence there even if the event isn't organized the way the partners would prefer. Of course, as mentioned earlier, you should try to have boating safety literature and promotional materials for all OBS partners and actively promote their programs at local events.

### Including the OBS Message in Press Releases and Interviews

Coast Guard Area commands have instituted a policy that **all press releases on all recreational boating accidents are to include information as to whether life jackets were or were not worn, and, when relevant, if alcohol was involved**. The idea is to institutionalize this information to the public, much like law enforcement spokespersons have done with car accidents and seat belt use and car accidents and drinking and driving. OBS wants to tie life jackets and

boating fatalities so close in the public's mind that when they don't see or hear this information in a boating accident report, they are left asking, "I wonder if he was wearing his life jacket?" or "I wonder if they were drinking?" NASBLA and NWSC encourage other boating safety and/or law enforcement authorities in their organizations to adopt similar procedures within their jurisdictions.

In addition, Coast Guard public affairs offices have begun to include specific safety messages in press releases that relate to a particular case or a series of recent accidents. Public Affairs Officers have been asked to look for patterns in recent accidents, such as improper boat maintenance, lack of knowledge or operator experience, BUI, and/or failure to wear life jackets, etc., and **address the particular safety problem in every press release**. NASBLA and NWSC encourage other boating safety and/or law enforcement authorities in their organizations to adopt similar procedures in their jurisdictions. **Consider including information about how to avoid the problem** by getting a vessel safety check or taking a boater education course and always wearing your life jacket! For example, in an interview about a case involving improper boat maintenance (vessels taking on water usually involve improper boat maintenance!), the spokesperson could suggest in the interview that boaters get a Vessel Safety Check before they take their boats out on the water. Identify what organizations are giving vessel safety checks in the area, and, if possible, times, locations, and a point of contact for more information.

When discussing a search and rescue case with the media, especially immediately after the conclusion of the case, **consider having appropriate safety literature on hand to give to reporters** for more information. This applies as much to the helicopter pilot and the EMT on the boat as it does to the public affairs officer or the operations officer at the station. Reporters love to have access to the "heroes," the actual rescuers. All OBS partners should make sure those heroes include a safety message in their interviews and have appropriate information to share with reporters and the public.





## APPENDIX C, TAB A

### Enclosure One

### Fact Sheet for Operation BoatSmart

**Background:** This summer over 72 million Americans will participate in recreational boating activities, taking to the water in 16 million registered and unregistered boats and watercraft. Historically, 700 to 800 recreational boaters, including about 40 children, die in boating accidents each year – mostly as a result of drowning. The majority of those tragic deaths can be avoided if boaters follow a few basic safety rules:

- *always* wear a life jacket when in an open, unenclosed portion of a boat,
  - *know and obey* the rules of the road,
  - *keep* your boat in good repair, and
  - *never* boat under the influence, as an operator or passenger
- **WHO:** Operation BoatSmart partners include the U.S. Coast Guard and Coast Guard Auxiliary, the National Safe Boating Council, U.S. Power Squadrons, National Association of State Boating Law Administrators (NASBLA) and the National Water Safety Congress.
- **WHAT:** Operation BoatSmart is a combined and coordinated effort by a coalition of boating safety officials and agencies, maritime associations, and others whose goal is to reduce the number of recreational boating fatalities on America's waterways.
- **WHEN:** Operation BoatSmart is a 4-year operation that began on May 24<sup>th</sup> 2001 in Washington, D.C., when Operation BoatSmart Partners signed a planning document implementing the program. The program will continue until January 2005.
- Coalition partners have agreed to focus their efforts on "high-risk" vessel types, locations/activities, times and operators.
  - "High-risk vessels" include open, unenclosed motorboats, rowboats, kayaks, canoes, sailboats and Personal Watercraft (PWCs). Open motorboats have the highest overall number of fatalities (about 450/year). Canoes and kayaks have the highest fatality rates per million hours of exposure (.42) – most due to drowning. Next highest are PWCs (.24) due to trauma.
  - "High-risk locations" are those areas that have been determined by accident data to be more likely than other areas to have accidents and/or fatalities. OBS partners have agreed to pay special attention to these locations in their efforts.
  - "High-risk activities" include hunting, fishing, and other seasonal activities where the boat is often viewed as just a vehicle to get to the activity and not the focus of the activity. Up to a third of recreational boating fatalities occur while boaters are fishing each year. Another 30 die while hunting from a boat.
  - "High-risk times" are generally holidays, weekends, fishing/hunting season, nighttime and other times as determined by accident data in a given area.
  - "High-risk operators" are boaters who have not completed a safety course, who do not know the rules of the road on the water, are unfamiliar with the boat they are operating and/or the waterways they are operating on, or who engage in high-risk activities, including drug or alcohol intoxication while boating.

➤ **KEY BOATSMART MESSAGES:**

1. **Life Jackets Save Lives.** The greatest single factor in recreational boating deaths is failure to wear an appropriate life jacket. In 1999, 8 out of 10 boating drowning victims were NOT wearing life jackets. Drowning often occurs because boaters enter the water unexpectedly, leaving no time to put on a life jacket. According to the PFD Manufacturing Assoc., dozens of life jacket styles are available, and there is one to “fit” every boater for every activity. Many new models are non-constrictive, lightweight and comfortable to wear.
2. **Boater Education Saves Lives.** Boating accident report data show that nearly 90% of recreational boating fatalities occur on boats where the operator had not completed a boating safety education course. According to figures from the 1998 National Recreational Boating Survey, when fatality rates for boaters who had taken a boating safety course in the past ten years are compared to those who had not, we find that an “untrained” boater is five times more likely to die in a boating accident than one who received boating safety training.
3. **Safe Boats Save Lives.** Vessels that are properly outfitted and in good working order are less likely to be involved in a fatal accident than other vessels. Vessel Safety Checks, offered by the Coast Guard Auxiliary, the U. S. Power Squadrons, and some states, do two things: they provide a penalty-free way for boaters to enhance vessel safety, and they provide a ready means for examiners to teach boaters some basic safety lessons in a relaxed, non-confrontational atmosphere before heading out onto the water.
4. **Safe and Sober Boating Saves Lives.** Boater accident information shows that alcohol was involved in 27% of the recreational boating deaths in 1999. A boat operator with a blood alcohol concentration above point-one-zero (.10) percent is estimated to be more than 10 times as likely to be killed in a boating accident than an operator or passenger with zero blood alcohol concentration.

**Operation BoatSmart Resources.**

- Operation BoatSmart Web site: <http://www.operationboatsmart.org>
- North American Safe Boating Campaign: <http://www.safeboatingcampaign.com>
- National Safe Boating Council: <http://www.safeboatingcouncil.org>
- USCG Boating Safety: <http://www.uscgboating.org/>
- USCG Auxiliary: <http://www.cgaux.org/>
- U.S. Power Squadrons: <http://www.usps.org/>
- National Association of State Boating Law Administrators: <http://www.nasbla.org/>
- National Water Safety Congress: <http://www.watersafetycongress.org>)

## APPENDIX C, TAB A

### Enclosure Two

### Media Research

The list below is the results of a national survey compiled by 2000 MRI Doublebase and was provided to Operation BoatSmart partners by the marketing team of the Recreational Boating and Fishing Foundation (RBFF). To read the information, take the index shown next to the media item. An index greater than 100 indicates that, on average, a boater is more likely to be associated with that item than the general public. The higher the index, the higher the association of the item to boaters. For example, people who boated/sailed/etc. were 58% more likely (index of 158) to listen to Classic Rock radio stations than is the general public. Similarly, an index less than 100 indicates that, on average, a boater is less likely to be associated with that media item. This information might be helpful to consider when determining which type of radio station, magazine, etc. to approach to reach this target audience.

OBS partners may use this information **provided they credit RBFF and 2000 MRI Doublebase for the data**. The OBS partners appreciate the efforts of RBFF to provide the coalition with this important marketing tool.

	Personally did one or more in last year: Boating/Sailing/ Canoeing/Kayakin g/ Water Ski/Rafting	Household owns  Boat (any type) or Personal  Water Craft
	12.32%	8.50%
<b>Adults</b>		
<u>Radio Formats</u>	<u>Index to Adults</u>	<u>Index to Adults</u>
Classic Rock	158	143
Alternative	153	93
AOR/Progressive	149	127
Modern Rock	148	115
Variety	132	94
Classical	129	123
Adult Contemporary	125	116

<b><u>Radio Format</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
All Sports/Sports	121	121
Country	120	134
Golden Oldies	118	115
News/Talk	115	121
CHR	113	91
Jazz	113	120
New Adult	112	87
All News	106	81
Soft Contemporary	95	110
Easy Listening	87	65
Adult Standards	77	108
Spanish	64	60
Black	56	45
Urban Contemporary	51	51
Ethnic	27	41

<b><u>Magazines</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Boating	287	254
Yachting	280	204
Scuba Diving	269	197
Outdoor Explorer	264	168
Outside	261	160
Motor Btg & Sailing	244	238
Ski/Skiing	238	138
Salt Water	233	238
Sportsman		
Backpacker	227	205
Sierra	194	127
PGA TOUR Partners	184	145
Northwest World Trvl	184	157
Tennis	180	178
Bassmaster	176	225
Architectural Digest	172	121
Inc.	172	166
Hemispheres-United	171	140
Conde Nast Traveler	170	155
Outdoor Life	169	216
Runner's World	165	117
Technology Review	163	140
North American	162	208
Fisherman		

<b><u>Magazines</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Four Wheeler	161	192
Atlantic Monthly	161	136
Sports Afield	160	236
Popular Photography	158	117
North Amer Hunter	157	192
USA Today	156	123
Southwest Spirit	156	115
Dirt Rider	155	161
Shape	155	122
Kiplinger's Pers Fin	154	118
Forbes	153	116
Delta's SKY Magazine	152	135
Wall Street Journal	151	122
American Way	150	80
American Rifleman	147	196
Entrepreneur	147	122
Travel & Leisure	147	128
Men's Health	146	101
Bicycling	146	121
American Hunter	146	207
Individual Investord	146	114
Bon Appetit	145	115
Car and Driver	144	110
Car Craft	144	125
PC Magazine	144	129
Men's Journal	144	91
Popular Mechanics	143	118
Scientific American	143	133
Field & Stream	143	190
New Yorker	142	116
Texas Monthly	142	127
Worth	139	106
Golf Digest	139	130
Continental	139	95
Hunting	139	172
Fortune	138	100
Your Money	137	126
Golf Magazine	136	140
Latina	136	111

<b><u>Magazines</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Photographic	136	147
SR Sound & Vision	135	84
Walking Magazine	135	144
Business Week	135	103
Guns & Ammo	135	157
Workbench	135	183
Road & Track	135	117
Golf World	134	133
4 Wheel & Off Road	134	125
Family Money	133	137
Playboy	133	98
Coastal Living	133	160
Discover	133	129
Money	133	143
Self	132	93
Nat'l Geo Traveler	132	126
Yahoo! Internet Life	132	95
In Style	131	103
National Geographic	131	130
PC World	131	129
Smithsonian	130	151
Family Life	130	127
Marie Claire	130	67
NY Times - Daily	130	74
Sporting News	129	98
Wood	129	172
Men's Fitness	129	80
Popular Science	129	131
Vanity Fair	128	84
Country Living	128	155
Smart Money	128	118
Newsweek	127	114
Gourmet	127	101
Barron's	127	89
Food & Wine	126	112
US News&World	126	117
Report		
Smart Business	124	107
NY Times - Sunday	124	72
Martha Stewart	124	128
Living		

<b><u>Magazines</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Sunset	123	122
Golf for Women	123	135
Family Handyman	122	161
Rolling Stone	122	87
ESPN CY2001b	122	75
Country Home	121	141
Natural History	121	105
Yankee	121	160
Family PC	121	90
Motor Trend	121	91
Organic Gardening	120	161
Country Home and Gardens	120	137
Cycle World	118	125
Victoria	117	135
Hot Rod	117	110
Spin	116	68
This Old House Mag.	115	150
Us Weekly	115	87
Sports Illustrated	114	90
Southern Accents	114	128
Time	113	91
Country Gardens	113	122
Traditional Home	112	131
Glamour	111	82
Saturday Eve. Post	110	83
Cosmopolitan	109	91
GQ-Gentlemen's Qrtly	109	56
Working Mother	108	115
Muscle & Fitness	108	75
Texas/New Mex Jrny	107	125
Sport	106	79
Parade	106	104
My Generation	105	117
People	105	97
Better Homes&Gardens	105	119
Baseball Weekly	104	78
USA Today Bsbl Wkly	104	78

<b><u>Magazines</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Entertainment Weekly	103	90
Motorcyclist	103	128
Mademoiselle	103	68
Sunday Mag/Net	102	88
YM	102	114
House Beautiful	102	116
Sport Truck	102	101
House & Garden	101	115
Working Woman	101	92
Reader's Digest	101	114
Westways	101	90
Washington Post-Sdy	100	83
USA Weekend	100	113
Chicago Tribune	100	67
Mag.		
Redbook	99	123
Popular Hot Rodding	99	87
Vogue	99	72
Harper's Bazaar	99	61
Southern Living	98	127
Health	96	79
Town & Country	96	125
Country Weekly	96	102
Parenting	95	72
Esquire	95	96
Mature Outlook	93	102
LA Times Magazine	93	90
VFW Magazine	93	127
LHJ Home Journal	92	92
Parents' Magazine	92	85
Good Housekeeping	91	105
WWF Magazine	88	68
Penthouse	88	96
Seventeen	88	108
Teen	88	106
New Choices	87	96
Country Music	87	107
Ladies' Home Journal	86	100
TV Guide	86	90
Family Circle	85	105



<b><u>Magazines</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Easyriders	85	132
New York Magazine	84	92
Woman's Day	80	108
McCall's	77	101
Southern Traveler	76	96
Woman's World	76	106
National Enquirer	76	74
Sesame St. Parents	75	95
True Story	71	108
Soap Opera Digest	70	54
Modern Maturity	65	93
Star	57	66
Soap Opera Weekly	54	55
Vibe	49	35
Essence	38	28
	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Black Enterprise	38	11
Ebony	31	28
Jet	29	21
<b><u>Cable TV Networks</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
ESPN2	124	120
ESPN	117	116
VH-1	116	91
MTV	112	86
TLC	112	117
Comedy Central	110	102
The Travel Channel	109	109
Home & Garden	109	113
E!	108	91
History Channel	108	113
The Discovery	107	113
MSNBC News	106	103
Animal Planet	106	115
Goodlife TV Network	106	77
Headline CNN News	106	113
CNBC	104	100
CNN	102	104
TNN	102	121

<b><u>Cable TV Networks</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
A&E	102	106
The Weather Channel	102	108
ESPN News Network	101	112
Sci-Fi Channel	101	106
ESPN Classic	101	101
TNT	99	103
TV Guide Channel	99	98
Fox News Channel	98	96
Bravo	96	77
CMT	96	123
TBS	95	97
Nick at Nite	95	98
USA Network	95	100
FX	94	96
Nickelodeon	93	94
TV Land	91	100
Lifetime	88	90
American Movie	86	96
Cartoon Network	83	83
Court TV	83	91
Food Network	82	93
QVC	79	93
Home Shopping	77	81
The Box	61	74
BET	41	56

<b><u>Media Usage by Type</u></b>	<b><u>Index to Adults</u></b>	<b><u>Index to Adults</u></b>
Magazine	109	104
Newspaper	102	106
Radio	108	107
Total TV	78	87
Outdoor	123	126

Source: MRI Doublebase 2000  
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## **APPENDIX C, TAB A**

### **Enclosure Three**

### **Targeted Magazines**

The list below is a compilation of boating and fishing magazines the OBS coalition would like to target as part of our outreach. The partners have included a suggested Coast Guard POC for outreach to specific magazines. POCs have been determined by either proximity to the magazine headquarters or familiarity with the type of boater who would be interested in the magazine. OBS partners who are interested in becoming a part of the outreach to one or more of these magazines are encouraged to contact LCDR Brendan McPherson at (757) 398-6275.

#### **Boat/U.S. Magazine**

**LANTAREA/D5 – Portsmouth, VA**

880 S. Pickett St.

Alexandria, VA 22304-4606

**(703) 461-2864**

Fax: (703) 461-2845

Homepage: [www.boatus.com](http://www.boatus.com)

Bi-monthly publication with a circulation of 500,000 includes political, legislative and consumer news of interest to recreational boat owners. Editor: Michael G. Sciulla

#### **Coastal Cruising**

**LANTAREA/D5 – Portsmouth, VA**

108 Middle Lane

Beaufort, NC 28516-2199

**(919) 728-2233**

Fax: (919) 728-6050

E-mail: [cruising@nternet.net](mailto:cruising@nternet.net)

Bi-monthly with circ of 21,000 for boating enthusiasts as the magazine of achievable dreams. Features on cruising experiences, boating news, new products and regulation updates.

#### **Soundings**

**D1 - Boston**

35 Pratt St.

Essex, CT 06426-1152

**(860) 767-3200**

Fax: (860) 767-1048

Homepage: [www.soundingspub.com](http://www.soundingspub.com)

E-mail: [riptides@ix.netcom.com](mailto:riptides@ix.netcom.com)

Monthly pub of 105,000, targeted to pleasure boat owners and those with an interest in the marine environment, features analyze business and legislative decisions and their impact on boating and general water recreation. Regularly covered concerns include upcoming events, service guides and coverage of national and international boating issues and events.

**Boating Life**

**D7 - Miami**

P.O. Box 2456

Winter Park, FL 32790-2456

330 W. Canton Ave.

Winter Park, FL 32789-3150

**(407) 628-4802**

Fax: (407) 628-7061

Homepage: [www.worldzine.com](http://www.worldzine.com)

Bi-monthly. Editorial encourages and celebrates man's love affair with boats by taking the fears and complications out of owning and buying a boat.

Portrays boating as an affordable recreation that will return many hours of pleasure. Editor: Pierce Hoover Ext. 1108

**Outdoor World**

**D8 – New Orleans**

1227 W. Magnolia Ave.

Fort Worth, TX 76104-4400

(817) 921-9300

Fax: (817) 921-9313

Bi-monthly with a circ of 200,000, designed as a guide to the great outdoors, editorial mission is to enhance readers' love for the woods and water. Each issue provides tips for successful fishing, hunting features and related topics.

**The Ohio Fishwrapper**

**D9 - Cleveland**

P.O. Box 970

Port Clinton, OH 43452-0970

115 W. 2nd St.

Port Clinton, OH 43452-1012

**(419) 732-3699**

Fax: (419) 734-1850

E-mail: [fshwrapper@aol.com](mailto:fshwrapper@aol.com)

Monthly with circ of 40,000. Editorial provides info to Lake Erie boaters and fishermen. Emphasis on travel tours and expeditions, with a special focus on boating safety and new equipment. Editor: James F. Daubel

**Boating World****PACAREA/D11 – Alameda, CA**

2100 Powers Ferry Road  
Atlanta, GA 30339-5014

**(770) 955-5656**

Fax: (770) 952-0669

Homepage: [www.billion.com/boatingworld](http://www.billion.com/boatingworld)

Published 10 times/year with a circulation of 128,500. Features provide lively and entertaining news, reviews and tips about boats, engines, cruising adventures, watersports, electronic products, seamanship, safety and fishing.

**Boating****PACAREA/D11 - Alameda**

1633 Broadway, 40th Floor  
New York, NY 10019-6741

**(212) 767-5585**

Fax: (212) 767-5618

Monthly pub with circulation of 208,848, dedicated to manufacturers, distributors and consumers involved in the powerboat industry. Features include info on powerboat accessories, seamanship, boat buying, financing, maintenance, sport fishing, racing and sport cruising. Assistant Editor: Mary Kate Hogan (212) 767-5593, [boatingmkh@aol.com](mailto:boatingmkh@aol.com)

**Boating****PACAREA/D11 - Alameda**

1633 Broadway, 40th Floor  
New York, NY 10019-6741

**(212) 767-5585**

Fax: (212) 767-5618

Monthly pub with circulation of 208,848, dedicated to manufacturers, distributors and consumers involved in the powerboat industry. Features include info on powerboat accessories, seamanship, boat buying, financing, maintenance, sport fishing, racing and sport cruising. Assistant Editor: Mary Kate Hogan (212) 767-5593, [boatingmkh@aol.com](mailto:boatingmkh@aol.com)

**Canoe & Kayak Magazine****D13 - Seattle**

P.O. Box 3146  
Kirkland, WA 98083-3146  
10526 NE 68th, #3  
Kirkland, WA 98033-7004

**(425) 827-6363**

Fax: (425) 827-1893

Homepage: [www.canoekayak.com/canoekay/](http://www.canoekayak.com/canoekay/)

Published 6 time/year with a circ. of 88,000, the authority on canoeing, kayaking and the full range of paddling sports. Appeals to a wide range of

active recreational product users as well as the manufacturers and dealers of those products. News editor: Bryan R. Chitwood, [bryan@canoekayak.com](mailto:bryan@canoekayak.com)

**Cruising World**

**D14 - Honolulu**

P.O. Box 3400

Newport, RI 02840-0325

5 John Clarke Road

Newport, RI 02842-5693

**(401) 847-1588**

Fax: (401) 848-5048

Homepage: [www.cruisingworld.com](http://www.cruisingworld.com)

Monthly pub with circ of 151,825. Written for people devoted to sailing and those interested in learning or improving nautical skills. Highlights include new boats section, safety tips, reader sailing experiences and new products and trends. Managing editor: Lynda Childress

**Field & Stream**

**D17 - Juneau**

2 Park Avenue

New York, NY 10016-5675

**(212) 779-5000**

Fax: (212) 725-3836

Homepage: [www.fieldandstream.com](http://www.fieldandstream.com)

E-mail: [fsmagazine@aol.com](mailto:fsmagazine@aol.com)

Monthly pub with a circ of 1,790,400, edited for outdoor sports enthusiasts, especially hunters and fishermen. Contains how-to articles, humor, mood pieces, conservation discussions and new products information. Managing editor: Slaton White (212) 779-5289, Fax: (212) 779-6564. Boating contributing editor: Bob Stearns

## **APPENDIX C, TAB A**

### **Enclosure Four**

### **Internal Publications**

Many boating safety professionals read articles in publications that are produced by OBS partner agencies. The partners are encouraged to submit articles to the publications listed below to spread the Operation BoatSmart message and strengthen the OBS partnership. Operation BoatSmart initiatives can be submitted in the form of story ideas, photos with captions, and written features.

#### **Coast Guard - Coast Guard Magazine**

Deadline: 19<sup>th</sup> of each month – if accepted, articles will appear 1.5 months after that deadline

U.S. Coast Guard (G-IPA-1)

2100 2<sup>nd</sup> Street, S. W.

Washington, DC 20593-0000

Editor: (202) 267-0926

Homepage: [www.uscg.mil/hq/g-cp/cb/magazine.html](http://www.uscg.mil/hq/g-cp/cb/magazine.html)

#### **Coast Guard Auxiliary – The Navigator**

Deadline: quarterly, 15 May, 15 August, 15 November, 15 February

31 Pawnee Drive

Fredericksburg, VA 22401-1119

Editor: (504) 371-2089

Fax: (540) 373-1942

E-mail: [dantrgi@infi.net](mailto:dantrgi@infi.net)

#### **U.S. Power Squadrons – The Ensign**

Monthly, 12 months a year

1504 Blue Ridge Road

Raleigh, NC 27607

Editor: (888) 367-8777

E-mail: [ensign@hq.usps.org](mailto:ensign@hq.usps.org)

#### **National Association of Boating Law Administrators – Small Craft Advisory**

Bi-monthly

1500 Leestown Rd, Suite 330

Lexington, KY 40511

Editor: (859) 225-9487

Fax: (859) 231-6403

National Water Safety Congress – **Water Safety Journal**  
Quarterly  
73 White Bridge Road, Suite 103,  
Nashville, TN 37205  
Editor: Dennis Stuhaug



## **APPENDIX C, TAB A Enclosure Five Information Web Sites**

Educational materials for use by all partners to develop Operation Boat Smart learning opportunities can be found at boating safety web sites. As materials become available, links will be displayed at the [www.operationboatsmart.org](http://www.operationboatsmart.org) site for all to use.

[www.safeboatingcampaign.com](http://www.safeboatingcampaign.com)

- Materials for educational activities
  - Sidekicks – activities
  - Theodore Tugboat
  - Ordering information for additional materials

[www.uscgboating.org](http://www.uscgboating.org)

- click on “safety” on the top bar
  - Accident statistics
  - Boating safety courses – all organizations
  - Federal requirements
  - Boating under the influence
  - Equipment

[www.cgaux.org](http://www.cgaux.org)

- click on “Public Information Pages”
  - Boating safety courses
  - Boat exams and safety checks
  - Safe boating information
    - Links to Local Notice to Mariners
    - Synopsis of State Boating Requirements
    - Links to boating locales, etc.

[www.nasbla.org](http://www.nasbla.org)

- Boating information by state
- State boating education standards

[www.usps.org](http://www.usps.org)

- Boating safety courses
- Vessel safety checks

[www.watersafetycongress.org](http://www.watersafetycongress.org)

- Boating safety awareness
- Water safety education

## Appendix C Tab B Vendor and Organization Outreach Strategies

**NOTE: Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and their regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.**

### Outreach at the National Level

Vendor and organization outreach, like media outreach, is one of the fundamental underpinnings of OBS. To get the BoatSmart message out to the boating public will take more than the efforts of the planning partners alone. The approach of all OBS partners is to immediately begin continuous outreach to other groups and businesses that are also willing to cooperate in this effort.

Vendor outreach includes forming partnerships or agreements with manufacturers, distributors, stores, and other business or business-related associations. The companies and associations involved may or may not have a direct connection to boating.

NSBC has successfully negotiated a partnership with **Wal-Mart** that will be used for a variety of OBS and other boating safety-related initiatives. Wal-mart has agreed to include boating safety information (which can be supplied by any of the partners through NSBC) in its closed-circuit television station that plays at all Wal-Mart stores nationwide continuously. Wal-Mart has also agreed to produce boating safety check sheets and the kids safety publication "SideKicks" in all of its stores for free distribution to the public. In another deal, NSBC has worked out an arrangement with **Readers Digest** to place pertinent safe boating information in the hands of over thirty-six million Americans through a "BoatSmart From The Start – A Family Guide to Safe and Responsible Boating" Reader's Digest supplement.

The coalition has agreed to contact **major fast food restaurant chains** to solicit their support in the operation by agreeing to honor coupons to be given to children found wearing their life jackets or to support the operation in other ways to be mutually

agreed upon. All coalition members will share all coupons or support generated through this or these partnership(s). The OBS Project Officer will take the lead in attempting to secure a partnership or partnerships with fast food chains nationwide within the legal and policy constraints of the Coast Guard.

Other types of corporations, such as **beverage companies, food companies, sportswear manufacturers, power companies**, etc., are other possibilities. Some of these companies are very civic-minded and may be willing to partner with us on a variety of initiatives.

**Insurance companies** are not directly related to boating, but they are safety-related, and are interested in preventing losses. Several already offer discounts to boaters who take a boater education course or carry certain safety equipment. We would like to see discounts for other things as well, such as getting a VSC, joining a boating organization, such as USCGAUX, USPS, or some other national boating organization, etc. In addition, we would like these companies to consider advertising these discounts and develop more ads that talk about boating safety, much like their ads on fire and auto safety.

During 2001 the Auxiliary will contact executives from several **major boat manufacturers** (e.g., **SeaRay, Bayliner**) to request their support for the Vessel Safety Check program. Possible initiatives include promotion activities, and/or a cooperative program to provide required safety equipment with every boat sold, including a guarantee that the boat will successfully pass a VSC. Other outreach venues include companies involved in the manufacture or distribution of equipment used by boaters, such as **companies that manufacture motors, engines, radios, radar, depth finders, paddles, anchors, fire extinguishers, fishing gear, coolers**, etc. Initial outreach will be to the **National Marine Manufacturers Association (NMMA)** asking their help in reaching these markets.

Outreach to the NMMA represents another type of outreach to be conducted at the national level to form partnerships and agreements with various boating-related organizations.

The coalition is currently negotiating some strategies now with **the PFD Manufacturers Association (PFDMA)**, an association within NMMA, to encourage boaters to buy and to wear life jackets. Strategies include: asking manufacturers to work with various boater groups to design reliable life jackets that meet the needs of the particular boating activity in which the boater is engaged, especially hunters and fishermen. The OBS coalition would like to see a wider variety of life jackets, especially inflatables, available that are specially designed to meet the needs and desires of hunters and fishermen. Such designs should be made in camouflage as well as hunting orange material, in both heavyweight jacket styles and lightweight inflatables with lots of pockets and “extras” normally found on hunting and fishing vests or jackets. The coalition will also work closely with PFDMA to design a marketing strategy for selling the public on the importance of both buying and wearing a life jacket, with particular

emphasis on buying inflatables if comfort is a factor. An action plan will be developed to spell out the relationship of PFDMA and the OBS coalition. The OBS Project Officer will take the lead on this partnership within the legal and policy constraints of the Coast Guard.

**Boat/U.S. Foundation**, which has long-standing relationships with all coalition partners, has expressed interest in working within the OBS framework to assist the partners in designing and delivering specific strategies to reach hunting and fishing boater populations. The Foundation has already done considerable research and initial outreach to these two boater populations and would be an important vehicle to get an effective OBS message delivered to these boater populations. The coalition will develop an appropriate agreement for partnership with Boat/U.S. Foundation for this and other strategies considered appropriate. These agreements will be spelled out in action plans to be developed.

The **Recreational Boating and Fishing Foundation (RBFF)** has indicated their interest in participating in Operation BoatSmart. RBFF has already provided the coalition with their market research data on boaters that they use to determine where to invest their advertising dollars. (See Appendix C, Tab A, Media and Public Affairs Outreach.) The coalition intends to pursue this relationship further to determine other ways RBFF and OBS can work together.

Analysis of accident statistics indicates that certain user groups (e.g., operators of personal watercraft or PWCs, canoes, kayaks, small open motorboats) have disproportionately high accident, injury, or fatality rates. Historically, these groups have been underrepresented in USCGAUX and USPS classes. Both organizations will identify various affinity groups (e.g., **manufacturers and users of PWCs, the American Canoe Association, American Camping Association, angler/hunter organizations**, etc.) to develop an effective outreach strategy. This strategy could include joint course development, arrangements to promote current courses, providing relevant safety-related literature for dissemination to their members, and encouraging similar outreach efforts on the part of our partners. Specific goals over the next two years are to (i) identify and meet with relevant organizations, such as **Personal Watercraft Industry Association (PWIA)**, and (ii) devise a partnership strategy. During 2001 USCGAUX and USPS will identify relevant groups (candidate list to be developed by June 2001), hold meetings (June 2001-December 2001), and develop a partnership plan (April 2002) and schedule. This partnership plan will address not only linkages at the executive level, but also unit level partnerships. With respect to PWC specifically, USCGAUX has recruited Christy Carlson, a champion PWC racer, to promote the Auxiliary, its courses, and reinforce key safety messages. Ms. Carlson has joined the Auxiliary and has an active schedule of public appearances before PWC groups. USCGAUX already has courses designed for operators of PWCs. The Auxiliary will assess the value and utility of these courses and determine whether more other courses would be more effective.

The Auxiliary is also developing a joint outreach strategy with selected organizations in support of its Vessel Safety Check program. This strategy could include (i) empowering members of these groups to conduct VSCs, (ii) obtaining specific endorsement of the VSCP by these groups and communications programs to appraise their membership of the benefits of a VSC, and (iii) agreements to develop and distribute relevant safety related literature. As an example of efforts to popularize VSCs, the **American Sailing Association (ASA)** has committed to having all ASA schools have VSCs for their training boats within the next two years and to encourage individual members to get their boats examined. The **U.S. Sailing Association** is another candidate for such a partnership. In addition, numerous boat clubs exist for boaters who own certain brands of boats. USCGAUX intends to contact these clubs and solicit their support in both the VSC program and the Marine Dealer Visit (MDV) program.

Vendor and organization outreach can also include outreach to federal, state or local government or quasi-government agencies and organizations.

For example, the OBS Project Officer has made initial outreach to organizations such as the **Interagency Council on Waterways Management**, the **National Recreational Boating Safety Coalition**, and the **National Safe Boating Advisory Council**. Outreach will also be made to government agencies such as the **Department of Interior**, the **Bureau of Land Management**, the **Bureau of Indian Affairs**, the **National Park Service**, the **National Transportation Safety Board**, the **U. S. Army Corps of Engineers**, the **Federal Electric Regulatory Commission**, and others to be determined.

In the past two years the Coast Guard Auxiliary has reengineered the Vessel Safety Check program. Among the many enhancements was the decision to include other authorized providers in the program. USPS was the first such authorized provider and they are now active participants in this program. States will be the second group of authorized providers. NASBLA endorses this program and recommends that member states participate in this program. Negotiations are presently underway to draft Memoranda of Agreement (MOAs) with several states. These partnerships have several goals, principally to cause a substantial increase in the number of persons empowered to conduct VSCs and, therefore, the number of VSCs performed annually. USCGAUX currently is undergoing exploratory discussions with the **U. S. Army Corps of Engineers (USACE)** to determine whether they would be willing to participate in the VSCP as authorized providers. USCGAUX aims to enlist at least five states as authorized providers during the period 2001/2002. **Maryland** has approved this program in principle, **Kansas** has signed a letter of intent, and **Arizona**, **Delaware**, **Nevada**, **Ohio**, **Oregon**, and **Tennessee** have also expressed interest. Additionally, USCGAUX plans to work with states to achieve increased recognition for the VSC decal, even in those states that do not participate as authorized providers (e.g., **New Jersey**). The Auxiliary also hopes to obtain a decision from USACE during 2001 regarding their possible participation in this program.

Several partners within the OBS coalition are coalitions themselves or have long-standing relationships with businesses, agencies, or other organizations. The National Safe Boating Council, for example, has some 300 organizations within its membership. The NSBC and other such partners have agreed to immediately begin working with their internal partnerships to advance the message of Operation BoatSmart, solicit their partners' support of the operation, and request their input on how best to incorporate their partners into the OBS framework. The coalition will determine which partner will take the lead in outreach to internal partners, depending on the type of support requested and the relationship of the coalition partners to a given business or organization.

Several of the partners have award programs that recognize businesses, organizations and individuals that make significant contributions to boating safety. NSBC and NWSC will work to provide opportunities to work directly with national and international leaders in boating education through their annual International Boating and Water Safety Summit. The objective of the Summit for 2002 is to target multiple boating and aquatic professionals with a focus on addressing the at-risk segments of paddlers, hunters, anglers, and watercraft users with issue-specific recreational boating and water safety topics. In addition, the 2002 Summit will attempt to include more state and local law enforcement professionals as both participants and presenters. The NSBC has three award programs to recognize outstanding efforts and leadership in boating safety. Awards are given to promote and encourage boating safety initiatives by businesses, agencies, and organizations. NWSC also has an award program, given to individuals and organizations that are making significant contributions to boating safety.

Coalition members have identified other possible entities that may have an interest in perhaps narrowly focused but critical aspects of OBS prevention efforts. These entities may or may not have anything to do with boating, but they have influence on a particular boater population with whom we are concerned or expertise in a subject area not shared by most members of the various coalition partner groups.

For example, the **National Rifle Association (NRA)** is not a "boating" organization. However, many of its members are duck hunters, a group that has not received special attention from boating safety organizations in the past. In addition, many hunters who are NRA members are also fishermen, another group that has been neglected until recently. The NRA is a safety organization, even if their primary focus is firearm safety. Therefore, we can assume that the NRA may be receptive to delivering these types of safety messages to their members. **Boat/US Foundation** has established a relationship with this organization. The coalition would like to work with the Foundation to support their efforts with this group.

Similarly, the **National Association for the Advancement of Colored People (NAACP)** is not a boating organization. However, we believe organizations like the NAACP have expertise in how to reach certain boater populations. **Hispanic, Vietnamese, and other ethnic or cultural organizations** are powerful forces in their communities. They can teach OBS partners how to take our message to these boater

populations in a way that will be effective and meaningful to the people we are trying to reach. Furthermore, such organizations may be very receptive to supporting us by translating material to be reproduced for outreach to particular boating populations. The OBS Project Officer will take the lead in initial outreach to these special organizations; other coalition partners will integrate programs for special outreach to various ethnic and cultural groups based on the support received. Volunteer organizations within the coalition will design recruiting measures through their Recruiting Departments to enlist members into their respective organizations who are part of a minority population in the U. S.

The list below consists of those **manufacturers, agencies, and organizations from which representatives of those organizations signed a Letter of Support in conjunction with the signing of the Partnering Charter** conducted at the International Boating and Water Safety Summit in Nashville, TN, on 09 April 2001. While the list does not indicate an agreement between the partners and the respective entities listed, outreach will be made to these organizations at the appropriate level (if it has not already been made) at the earliest opportunity.

1. **Lake Wylie Marine Commission**
2. **Mountain Island Lake Marine Commission**
3. **National Boating Fund**
4. **U.S. Sailing Association**
5. **The Department of the Interior**
6. **Charlotte-Mecklenburg Police Department**
7. **Boat Ed**
8. **Ohio Department of Natural Resources**
9. **Boat U.S. Foundation**
10. **Personal Watercraft Industry Assoc.**
11. **Kawasaki Motors**
12. **Marine Safety Foundation**
13. **Oregon State Marine Board**
14. **Georgia Power Co.**
15. **International Assoc. of Marine Investigators**
16. **Department of Game and Inland Fisheries**
17. **Pa. Fish and Boat Commission**
18. **Midwest Regional Water Safety Council**
19. **Mercury Marine**
20. **Wash. State Parks**
21. **National Park Service**
22. **Connecticut Department of Environmental Protection**
23. **Lake Erie Safe Boating Council**
24. **Recreational Boating and Fishing Foundation**
25. **United Safe Boating Institute**
26. **PFD Manufacturers Assoc.**
27. **U.S. Army Corps of Engineers**

A partial listing of businesses and organizations identified for outreach by the coalition is included below. As other businesses and organizations are identified in the course of the operation, outreach will be made to them also:

1. **A&W Restaurants**
2. **Allstate Insurance Company**
3. **American Sailing Association**
4. **American Camping Association** – holds the most annual boater education courses of any organization in the US, most for children – future boaters
5. **American Canoeing Association**
6. **American Kayaking Association**
7. **American Red Cross** – holds many boating safety courses, has good demographic data and statistical information, is well-respected by the public
8. **Anheuser-Busch Brewing Company**
9. **Bass**
10. **Bassmasters**
11. **Bass Pro Shops**
12. **Boat Ed**
13. **Boat/US**
14. **Boat/US Foundation** – has already penetrated the market for hunters and fishermen, established relationships with sportsmen's' organizations
15. **Boaters World**
16. **Bombardiere**
17. **Boy Scouts**
18. **Burger King**
19. **Cabela's**
20. **Coca-Cola Bottling Company**
21. **Coors Beer**
22. **Dairy Queen**
23. **Ducks Unlimited**
24. **Eastern Mountain Sports** – have agreed to participate
25. **Geico Insurance Company**
26. **Girl Scouts**
27. **Hardees Restaurants**
28. **Jewish Community Center Camps**
29. **K-Mart**
30. **L. L. Bean**
31. **McDonalds**
32. **Mercury Marine**
33. **Metlife Insurance Company**
34. **Mothers Against Drunk Driving**
35. **National Association for the Advancement of Colored People**
36. **National Marine Manufacturers Association**
37. **National Rifle Association**
38. **National Safe Kids Coalition**
39. **North American Fisherman**



40. **Ocean Kayak** – have agreed to participate
41. **Old Town Canoe**
42. **Orvis**
43. **Outdoor Writers Association**
44. **Pepsi-Cola Bottling Company**
45. **PFD Manufacturers Association**
46. **Personal Watercraft Industry Association**
47. **Recreational Boating and Fishing Foundation**
48. **R. E. I.**
49. **Safeco Insurance Company**
50. **Sports Authority**
51. **State Farm Insurance Company**
52. **Target Stores**
53. **USAA Insurance Company**
54. **U. S. Sail Association**
55. **Wal-Mart**
56. **Wendys**
57. **West Marine**
58. **Young Men's Christian Association**

As other vendors and organizations are identified, OBS partners will make all efforts to allow these groups to participate in the operation as much as possible. The Atlantic Area OBS Project Officer will design action plans for approval by all the planning partners to bring these groups into the operation.

## **Regional and Local Outreach**

Most of the suggested strategies identified below involve local outreach. However, there are a number of businesses and organizations that, while not prolific nationwide, are indigenous to a specific region or state. Coast Guard RBS specialists, State Boating Law Administrators, District Commodores, U. S. Power Squadron District Chief Commanders, and State or Regional officers of the federal government or the Army Corps of Engineers are encouraged to seek out regional businesses and organizations and enlist their support within the constraints and policies of the respective partners. **Grocery store chains, sporting goods chains, regional clubs, and others** should be considered in outreach efforts.

Many of the organizations and businesses listed under the National Outreach section will have local chapters, stores and/or franchises near Coast Guard groups and stations, state or local law enforcement offices, Auxiliary Flotillas, and/or local U. S. Power Squadrons. In addition, **marinas, local chambers of commerce, bait and tackle shops, and other small businesses or organizations such as Kiwanis and Lions Clubs, Masons**, and others may be a ripe source for support. Regional and local coalition partners are encouraged to reach out to organizations and businesses in their areas, especially where nation-wide programs are not in place, to seek their

support at the local level. Regional partners already identified in the Northeast United States include:

- **New Hampshire Department of Safety - Marine Patrol,**
- **Rhode Island Department of Environmental Management, Division of Law Enforcement,**
- **Maine Association of Sea Kayak Guides and Instructors (MASKGI),**
- **Maine Sea Grant,**
- **Maine Island Trail Association,**
- **Rogue Wave Adventures, Marblehead, MA**
- **Bob Smith's Wilderness House – MA**
- **Kittery Trading Post – ME**
- **Cadillac Mountain Sports – ME**
- **Castine Kayak Adventures - ME**

Other possible regional or local partners may be found in the list of organizations and agencies from which representatives signed a Letter of Support following the signing of the Partnering Charter in Nashville. Partners at the regional and local level are strongly encouraged to request participation from a variety of businesses, agencies, and organizations. The Coast Guard Atlantic Area OBS Project Officer will develop appropriate materials to use to show appreciation for the efforts of these participants.

All coalition partners should seek out local venues for distribution of BoatSmart or boating safety literature. Possible venues include: **tax assessors offices, bait shops, gun shops, sporting goods stores, and/or grocery stores near camping areas, lakes, or parks.** Partners should coordinate with **local park rangers, marine police, and other officials** to ensure they have a continuous supply of boating safety literature and other materials.

Partners should actively encourage **local PWC and/or other vendors and/or rental places** to provide an appropriate safety message to operators before they buy or rent a PWC or other watercraft. Partners should coordinate at the local level to distribute videos and/or literature to vendors and rental agencies, conduct classes, etc.

Flotillas, Power Squadrons, and local law enforcement officials should coordinate with each other prior to the start of the boating season to determine the most effective way to reach the most boaters. If **other organizations in the area also conduct classes**, the coalition urges that they be included as well. This is part of vendor and organization outreach. The objective of this coordination is to ensure the widest variety of classes in as many locations as possible and at varying times in the season. Special emphasis should be on targeting classes that are most appropriate for identified high-risk boater populations in the area. For example, if recreational fishing accidents are a problem, courses should be adjusted or modified to be of interest to the recreational fisherman. If PWC accidents are a problem, short, hands-on courses should be emphasized in the coordination effort. If the area has a number of duck hunters or ice fishermen, coordinate classes so that boating safety classes can be conducted in the fall or winter. If a significant portion of the boater population is in a specific cultural or

ethnic group, classes should be conducted at **schools, marinas, and other locations in or near where most of the members of this boater population reside**. If language is a barrier, solicit assistance from English-speaking members of the population to translate the instructor's message as the class is being conducted.

Similarly, qualified Vessel Examiners (VEs) from Flotillas, Power Squadrons, and local law enforcement should make every effort to conduct Vessel Safety Checks (VSCs) with an emphasis on targeting high-risk boater populations in a given area. Outreach should be made to **local cultural groups when language is a barrier** so translators are available to assist during Vessel Safety Checks.

As part of the Marine Dealer Visitation (MDV) program, authorized visitors (currently limited to designated USCGAUX personnel) interact with **marina owners, ship's chandlers, marine retailers, and fishing and sporting goods vendors** to appraise owners of available programs, provide relevant safety literature, and schedule opportunities for VSCs.

Local partners should identify boater populations within their respective areas who are part of a minority population, and make extra effort to work within the minority community to offer VSCs, boater education courses, and other outreach measures to minority boaters in these communities. Partners should consider working with a variety of organizations such as the local **NAACP** or other cultural organization chapters, **schools** and **colleges, churches, and Chambers of Commerce** or other entities to determine the most appropriate forums for outreach. Volunteer partners within the coalition should work at the local level to recruit members into their respective organizations who are part of a minority population within the community.

Coast Guard Marine Safety Offices and Vessel Traffic Services should identify areas where commercial and recreational boating traffic congestion is most dangerous, and then seek suggestions from both communities on ways to ensure safe navigation for all. Partners in these areas are strongly encouraged to reach out to **Pilots Associations, Propeller Clubs, Watermens Associations**, and other groups to identify the concerns of commercial boaters and shippers, and educate recreational boaters on safe navigation in congested areas. Partners should work out arrangements for joint educational efforts, developing posters, fliers, newspaper articles, etc., to educate the recreational boater in high-risk traffic areas about rules of the road on the water, where the danger areas are in a given locale, and suggestions for anchoring and maneuvering in close quarters.

## APPENDIX C

### Tab C

### Support Strategies

**NOTE:** Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.

**Support Strategies at the National Level.** Various initiatives are underway or are being planned to provide direct support to one or more OBS partners.

**Internal reporting systems** are being modified to provide better information that can be useful to other partners. For example, USCGAUX is instituting necessary enhancements to the **Auxiliary's internal reporting systems** to provide accurate and timely data on program progress, which should enhance analysis of various OBS initiatives. USCGAUX and NASBLA are working together in order to modify the **boating accident form** used by the States to capture data on whether or not a vessel involved in an accident has a current VSC decal and/or whether the operator had taken a boater education course. Such data could prove very valuable in studying the effect of a VSC and boater education on accident rates. The Coast Guard is making changes to its **"4100" boarding officer form** to include information on observed PFD wear, which should provide information over time on any changes in life jacket wear rates as a result of OBS interventions. In addition, the Coast Guard has implemented a requirement that all **SARMIS entries and all press releases** of boating accidents contain information on whether the victims were wearing life jackets, and/or whether alcohol was involved, as appropriate.

**Partners are working to provide funding support for national boating safety initiatives.** Several of the partners have programs in effect that fund or provide recognition for research and other initiatives around the country. At the national level, **NSBC provides direct support** through funding and public recognition of **national projects and awareness campaigns that address the issue of boating-under-the-influence**. NSBC also provides funding for research initiatives that strengthen boating education and safety awareness.

The Coast Guard has hired a **full-time OBS Project Officer and a part-time assistant** to provide ongoing outreach and assistance to OBS planning partners and other stakeholders. Responsibilities of the Project Officer include:

- **Request funding and provide support for planning meetings and other events** involving the partners throughout the operation,
- **Serve as a collection point for boating safety materials, programs and curricula for use in intervention efforts.** The Coast Guard Atlantic Area OBS Project Officer will contact states, school districts, and others that have developed course curricula or other material that can be used by others for their own programs. The OBS Project Officer will disseminate this information along with contact information to all OBS partners and stakeholders. **The Operation BoatSmart web site will be used primarily as a collection point** for boating safety materials and information on school curricula and other educational materials available to all partners and stakeholders.
- With assistance from Coast Guard Public Affairs Offices and other OBS partners, **develop strategies for national media coverage in support of OBS efforts.** Some funding has been made available for this outreach,
- **Develop and distribute OBS materials**, such as coupons and Operation BoatSmart boating safety literature and trinkets to all planning partners and stakeholders.

**OBS partners will disseminate boating safety and educational material for use by other partners and stakeholders.** All OBS partners have agreed to incorporate Operation BoatSmart information into **their respective websites** and provide links to the Operation BoatSmart web site and the sites of other OBS partners in order to share information to others. The Operation BoatSmart web site will be used primarily as a collection point for boating safety materials and information on school curricula and other educational materials available to all partners and stakeholders. The OBS Project Officer will be responsible for collecting and disseminating this information.

NSBC and NWSC will support OBS partners by **providing opportunities to work directly with national and international leaders in boating education through the International Boating and Water Safety Summit.** The objective of the Summit for 2002 is to target multiple boating and aquatic professionals with a focus on addressing the at-risk segments of paddlers, hunters, anglers, and watercraft users with issue-specific recreational boating and water safety topics.

NWSC, in partnership with NASBLA, will begin the process of **revising the Guide to Multiple Use Waterway Management** during the 2002 fiscal year. NWSC will encourage participation, input and comment by Operation BoatSmart partners

during the revision process. NWSC will also continue to work on the **revision and publication of the *Guide to Marina Inspection* guidelines and make the publication available to other partners** to use to promote boating and water safety at marinas and other public facilities.

The National Water Safety Congress will continue to support NASBLA and the efforts of other governmental organizations to enact boating safety education, including mandatory boater education and life jacket wear requirements. The NWSC has historically supported such legislative proposals through resolutions of support drafted by the Board of Directors and approved by the membership at the annual membership meeting. NWSC board members have also been active in supporting and promoting legislative initiatives by providing data, writing letters of support to State BLAs and NASBLA, and testifying before committees in state legislatures and in the U.S. Congress. Its most recent effort has been to write letters to the Executive Director of NASBLA in support of NASBLA's efforts to reauthorize Wallop-Breaux in 2003.

USCGAUX's Department of Marketing and Public Affairs will **maintain liaison with the Canadian Safe Boating Council's Theodore Tugboat** to assist in planning marine events in the U.S., and to identify Auxiliarists in a given area who can provide logistic and other support when the tugboat has a port call.

## **Support Strategies at the Regional Level**

All partners are asked to **represent their organizations whenever invited to any conventions, forums, and and/or planning meetings of other OBS partners** whenever possible. Such opportunities will serve to broaden awareness within the partnership of other resources in a given region, build relationships among the various groups, and provide additional professional development to all parties.

For example, Coast Guard RBS specialists could host annual **State Boating Law Administrator workshops** that provide opportunities to share best practices, provide professional development, and develop joint strategies to improve boating safety programs. Such forums **could include members from various Coast Guard units, Auxiliarists, USPS members, and boating authorities from other government agencies, should be included as well**. District Commodores and USPS District Chief Commanders could consider **inviting State BLAs to their workshops and conferences** to facilitate greater understanding of key boating safety issues within the State. USCGAUX and USPS are also encouraged to **invite each other to their respective workshops, conferences, even social events**, etc., to strengthen the relationship they have with each other and encourage a broader range of cooperative efforts. **State BLAs could request representatives from the OBS partners at their planning meetings and forums**. As other partners or supporters come into the coalition, the partners are encouraged to include these members as well.

**Special efforts should be made to support the states whenever possible.** In certain inland areas when requested by the respective states and commensurate with funding and staffing abilities, **Coast Guard commands may be able to establish Strike Teams** to conduct law enforcement or safety patrols or other operations in areas where there is normally little or no Coast Guard presence.

**USCGAUX District Commodores and USPS District Chief Commanders in inland regions, could also assist Federal, state, and local boating authorities,** especially in areas where there are few police or other marine resources available. These organizations can provide a “**presence**” in or near the water and carry out education or VSC “blitzes.”

**All OBS partners can support State BLAs who wish to gain support for proposed legislation, either by lobbying directly for such legislation (for USPS and other non-government organizations) or through educational efforts that include media and other forms of outreach.** Such support should only be given if specifically requested by the State BLA.

Coast Guard commands can **advise or alert State Boating Law Administrators (BLAs) when Coast Guard excess property is available** and ensure that excess property documentation accompanying CG property which a state has expressed an interest is properly annotated prior to its submittal to Coast Guard Headquarters for final disposition.

All partners that work directly with the states should **review existing agreements with State governmental agencies to ensure these agreements meet the needs of the boating public and the States.**

**NASBLA encourages State BLAs to support the USCGAUX and USPS in their outreach and educational programs by including information in licensing and property tax forms that describes the benefits of receiving a Vessel Safety Check and taking boater education courses.**

**The OBS partners and Media support.** USCGAUX’s Department of Marketing and Public Affairs and USPS’s Public Affairs Department have been asked by their respective organizations’ leaders to **identify members who have professional ties to the media, film-making, print media, photography, and media production.** Interested members may be utilized to **assist Coast Guard Public Affairs offices, the OBS Project Officer and other OBS partners in delivering a media message to the public through print, radio, television and other sources.** In particular, public affairs members may write and submit boating safety articles, create PSAs, produce B-roll material for use by the media and OBS partners such as NSBC and CSBC, and assist in other programs specifically designed to carry the Operation BoatSmart message to the public. Specific guidance is available in the **Media and Public Affairs Plan,** Appendix C, Tab A.

To support efforts by the National Safe Boating Council, **all partners have been asked to forward appropriate videos of local rescues or demonstrations to the NSBC BoatSmart Project Officer**, Executive Director Virgil Chambers, for inclusion in BoatSmart-related material. NSBC will use this material to showcase the partners' efforts in boating safety.

### **Support Strategies at the Local Level**

**All partners can support OBS efforts by coordinating with other partners and stakeholders at the appropriate level to create synergy of effort.**

For example, CG commands could **make space available for planning meetings or boater education classes, provide vessel platforms or other resources for demonstrations or joint patrols, and provide personnel for specially targeted patrols, demonstrations, or education “blitzes”** whenever possible. Coast Guard commands and local EMS, firefighter and police personnel could **hold joint SAR training courses or exercises** to ensure closer coordination and better communications during SAR response. Local partners could **incorporate MOAs between various groups into their operating procedures or disseminate through workshops or newsletters** so that all parties understand the organizational relationship.

NWSC will **develop a chartering kit for local water safety councils to provide tools for local groups to form non-profit groups for promoting boating and water safety**. The NWSC plans to make this toolkit available on its website to any interested group, and use the BoatSmart connection to promote its use by partners such as the U.S. Coast Guard Auxiliary and other organizations. OBS partners can **ensure that local boating safety or waterways management coalitions include Auxiliarists, Power Squadron members and other local OBS partners in regular meetings**.

OBS partners should **identify bilingual members in their respective organizations who can assist the coalition in outreach efforts** to foreign-speaking boaters in the area.

OBS partners could **make demonstration tools or children's products available to other OBS partners for use in school demonstrations and other public and media outreach**. Life jacket displays, PFD Panda, and other items could be loaned out to increase outreach. USCGAUX, USPS, and other organizations could **expand their Speakers Bureaus to assist local boating authorities** that wish to have boating safety speakers for given events and classroom outreach.

NSBC will offer a minimum of two **Boating Safety Instructor Training Certification Classes** per year. This training program is available to partners and other organizations in order for them to gain a better understanding of the NASBLA Education Standards.



To enhance the value of the VSC program and support the efforts of the Coast Guard Auxiliary, U. S. Power Squadrons, and local law enforcement authorities in States that have VSC agreements with USCGAUX, policy is being developed whereby all Coast Guard **boarding officers may abstain from boarding recreational vessels that have a VSC sticker if the vessel is operating in a safe and responsible manner** and has the required number of life jackets aboard. Other boating authorities may want to consider similar efforts within their jurisdictions.

Similarly, to support the efforts of OBS partners that conduct boating education courses and/or provide free VSCs, all Coast Guard **boarding officers are encouraged to have on hand materials advertising class schedules and VSC locations to be given to all boaters** with whom the boarding officers have contact. Other boating authorities may want to consider similar efforts.

**Media support at the local level.** All OBS **partners with media capabilities should look for opportunities to support coalition partners with limited media capability.** USCGAUX and USPS Public Affairs staffs can support the Coast Guard and other government boating authorities by offering their services in advertising, marketing, submission of articles and stories to local media, and multi-media production. USCGAUX Public Affairs staffs have been asked to assist Coast Guard Public Affairs staffs as needed.

**Funding and award recognition at the local level.** NWSC provides continuous **direct support for a variety of local programs through the NWSC Small Grant program.** This program makes \$9,000 in grants available each year to local water safety councils and other affiliated local organizations that need funds to promote boating and water safety. The NWSC will promote the program through Operation BoatSmart. **NSBC will continue funding local initiatives** to support a wide variety of boating safety projects through the **Local Recreational Boating Safety (RBS) Grant Program.**

NWSC will continue to work on the revision and publication of the ***Guide to Marina Inspections*** guidelines and **make the publication available to other partners to use to promote boating and water safety at marinas and other public facilities.**

## **APPENDIX C**

### **Tab D**

### **Awareness/Educational Strategies**

**NOTE: Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.**

Every type of outreach strategy mentioned in the Planning Guidance is in some way related to educating boaters and raising awareness among the public. Whether the strategy involves vendor and organization outreach, media and public affairs outreach, support, enforcement strategies or legislative strategies, the bottom line is to educate boaters sufficiently to make a positive change in boater behavior.

#### **National Outreach.**

Every partner in the OBS coalition has educational programs in place at the national level. The **Coast Guard's Office of Boating Safety** at Coast Guard Headquarters **funds a number of education initiatives through the Coast Guard's budget. It also administers Wallop-Breaux Trust Fund money** in the form of grants for various programs in education and public outreach.

The Coast Guard Atlantic Area OBS Project Officer will collect and compile informational and educational material that is free for use by all OBS partners. These materials will be published on the Operation BoatSmart web site so that partners at the regional and local levels don't have to come up with their own.

NSBC will continue its efforts to produce a year-round, family targeted boating safety and injury prevention awareness campaign focusing primarily on proper use of life jackets. Special campaign emphasis will be placed on reaching the target boater market segments of paddlers, hunters and anglers, and personal watercraft users. NSBC's campaign will center on the "Boat Smart from the Start – Wear Your Life Jacket" theme. NSBC will also lend direct support and public awareness to national projects and awareness campaigns addressing the issue of boating-under-the-

influence. Most of these initiatives will be through a multi-year, inter-modal approach, leveraging public-private partnerships and corporate sponsorships.

NSBC will work to provide opportunities to work directly with national and international leaders in boating education through the International Boating and Water Safety Summit. **The objective of the Summit for 2002 is to target multiple boating and aquatic professionals with a focus on addressing the at-risk segments of paddlers, hunters, anglers, and watercraft users with issue-specific recreational boating and water safety topics.**

Other objectives of the 2002 Summit include:

- Planning, implementing and conducting an International Boating and Water Safety Summit that targets multiple boating market segments as well as issue-specific recreational boating and water safety topics;
- Establishing private sector organizations as partners;
- Supporting the organizational objectives of the RBS program to save lives, reduce the number of boating accidents and associated health care costs.
- Generating sufficient impact through the program to modify on-the-water behavior such that the degree of effectiveness can be measured in a systematic evaluation process; and
- **Presenting a positive image for boating, demonstrating that boating is a fun recreational activity, which requires an acquired degree of skill and responsibility.**

#### Distributing safe boating information.

The NSBC maintains three web addresses to distribute boating information. These addresses are: [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org); [www.safeboatingcampaign.org](http://www.safeboatingcampaign.org); [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com); and [www.boatingsafetysidekicks.org](http://www.boatingsafetysidekicks.org). Place pertinent safe boating information in the hands of over thirty-six million Americans, in all states and jurisdictions, just prior to the launch of the North American Safe Boating Week campaign through the “BoatSmart From The Start – A Family Guide to Safe and Responsible Boating” Reader’s Digest supplement. Place safe boating information in the form of the Boating Safety “SideKicks” publication in the hands of kids grades 3-5 through partnership with Wal-Mart. Place boating safety check sheets in the hands of adults through Wal-Mart.

Analysis of accident statistics indicates that certain user groups (e.g., operators of *Personal Watercraft* (PWC), canoes, kayaks, small open motorboats) have disproportionately high accident, injury, or fatality rates. Historically, these groups have been underrepresented in USCGAUX classes. USCGAUX will identify various affinity groups (e.g., **manufacturers and users of PWCs, the American Canoe Association, American Camping Association, angler/hunter organizations**) to develop an effective outreach strategy. This strategy could include joint course development, arrangements to promote present USCGAUX courses, providing relevant safety-related

literature for dissemination to their members, and encouraging similar outreach efforts on the part of our partners. Specific goals over the next two years are to (i) identify and meet with relevant organizations and (ii) devise a partnership strategy. During 2001 USCGAUX and USPS will identify relevant groups (candidate list to be developed by June 2001), hold meetings (June 2001-December 2001), and develop a partnership plan (April 2002) and schedule. This partnership plan will address not only linkages at the executive level, but also unit level partnerships. With respect to PWC specifically, USCGAUX has recruited Christy Carlson, a champion PWC racer, to promote the Auxiliary, its courses, and reinforce key safety messages. Ms. Carlson has joined the Auxiliary and has an active schedule of public appearances before PWC groups. USCGAUX already has courses designed for operators of PWC. The Auxiliary will need to assess their utility and potential effectiveness to determine whether more focused courses need to be developed.

#### Boater Education at the National Level.

USCGAUX and USPS are encouraged to extend their boater education outreach efforts to other organizations, such as **Boat/U.S. Foundation, American Sailing Association, U.S. Sailing Association, American Red Cross, American Canoeing Association, American Kayaking Association, American Camping Association, National Recreation and Parks Association**, and others to coordinate boater education courses and other services to the boating public. (Liaison may initially be made through NSBC, which is affiliated with all of these organizations.) Special emphasis will be made to offer appropriate boater education classes to those boaters who have been identified as high risk within a given area.

#### The Vessel Safety Check Program at the National Level.

In the past two years USCGAUX has reengineered the VSCP. Among the many enhancements was the decision to include other authorized providers in the program. USPS was the first such authorized provider and they are now active participants in this program. States will be the second group of authorized providers. The National Organization of State Boating Law Administrators (NASBLA) has endorsed the program and recommended that member states participate in this program. Negotiations are presently underway to draft Memoranda of Agreement (MOAs) with several states. These partnerships have several goals, principally to cause a substantial increase in the number of persons empowered to conduct VSCs and, therefore, the number of VSCs performed annually. USCGAUX has had exploratory discussions with the USACE to determine whether they would be willing to participate in the VSCP as authorized providers. USCGAUX has submitted a grant proposal to USCG to continue the VSCP and to reengineer the MDV program in the coming year.

Just as partnerships figure importantly in the PE program, these are important in the VSCP and MDV. The initiative to contact affinity groups for operators of high-risk boats is not limited to the PE program. USCGAUX hopes to accomplish similar objectives with the VSCP. Specifically, the Auxiliary intends to develop a joint outreach

strategy with selected groups. This strategy could include (i) empowering members of these groups to conduct VSCs, (ii) obtaining specific endorsement of the VSCP by these groups and communications programs to appraise their membership of the benefits of a VSC, (iii) agreements to develop/distribute relevant safety related literature. As an example of efforts to popularize VSCs, the **American Sailing Association (ASA)** has committed to having all ASA schools have VSCs for their training boats within the next two years and to encourage individual members to get their boats examined. The **US Sailing Association** is another candidate for such a partnership.

During 2001 the Auxiliary will contact executives from several major boat manufacturers (e.g., **SeaRay, Bayliner**) to enlist support for the VSCP. Possible initiatives include promotion activities, a cooperative program to provide required safety equipment with every boat sold, including some guarantee that the boat will successfully pass a VSC. As well, there are various clubs for owners of certain brands, which USCGAUX will contact to develop partnerships.

The partner outreach program described for the PE program will be integrated with a similar effort for the VSC/MDV programs. Of specific interest, the Auxiliary intends to develop effective partnership programs (which could include appointing partner organizations as authorized providers, negotiation of sponsorship/endorsement of the VSCP, or agreements to distribute literature) with affinity groups for high-risk boaters (see above). To date, USCGAUX does not have a partnership agreement with any organization of anglers/hunters. The Auxiliary will include these groups in its list of organizations to be contacted. (**BOAT/US** does have a cooperative program with some of these groups, which may provide a successful entrée to these groups.) The content and schedule of this outreach program are discussed above.

#### Outreach to Other Organizations.

The Coast Guard Atlantic Area OBS Project Officer will initiate outreach to organizations that may be helpful in the partners' outreach efforts to minorities.

#### Media Outreach.

USCGAUX's **Department of Marketing and Public Affairs** will identify Auxiliarists who have professional ties to the media, film-making, print media, photography, and media production. Interested Auxiliarists shall be utilized to assist Coast Guard Public Affairs offices, the OBS Project Officer and other OBS partners in delivering a media message to the public through print, radio, television and other sources. In particular, Auxiliarists shall be utilized to write and submit boating safety articles, create PSAs, produce B-roll material for use by the media and OBS partners such as NSBC (and CSBC), and assist in other programs specifically designed to carry the Operation BoatSmart message to the public.

## **Awareness/Educational Efforts at the Regional Level.**

### The Vessel Safety Check Program.

USCGAUX and USPS will work directly with states to encourage state licensing agencies to include information on the legal and safety provisions effective in each state, as well as legal consequences for non-compliance, with language that strongly encourages boat owners to get a free, penalty-free vessel safety check before going out on the water.

## **Raising Awareness and Educating Boaters at the Local Level.**

### Identifying Targets at the Local Level.

Sometimes safety problems are easily identifiable and the solution may be fairly simple. All OBS partners are encouraged to look at accident data for patterns that suggest a primary cause of accidents in a particular location. Partners should try to identify high accident areas that appear to be related to peculiarities of the water system or to natural or manmade obstructions that present a danger to safe navigation. Once the problem is identified, determine the best means to counter the problem, either by removing or prominently marking the obstruction when practicable, or through a public education or awareness campaign or other measures. Work with agencies, companies, marinas, town councils and/or other organizations to work out the easiest solution.

### Funding Initiatives.

**NSBC** will continue to provide funding to support local projects. All OBS partners at the local level are encouraged to identify possible education and outreach programs under the OBS umbrella that might be eligible for grant support and submit a grant request. The objectives of the “**Local Recreational Boating Safety (RBS) Grant Program**” include:

- Accident reduction through greater public access to boating safety programs at the local level;
- Enhanced public awareness of the benefits of boating safety at the local level;
- Enhanced financial support of local boating safety initiatives by providing funding for local volunteer projects; and
- Enhancement of the boating experience by providing public support and information to local boating safety initiatives.

**NWSC** will continue to promote their **NWSC Small Grant Program** that makes \$9,000 in grants available each year to local water safety councils and other affiliated local organizations that need funds to promote boating and water safety. Like NSBC’s grant program, OBS partners at the local level are encouraged to work together to develop and submit grant requests for programs that fit under the OBS.

## Boater Education Programs.

**USCGAUX and the U.S. Army Corps of Engineers** have developed two new youth courses (**Boating Fun** and **Waypoints**) through a Wallop-Breaux grant. These courses (designed for children in grades K-3, and 4-6, respectively) will be taught by USACE as well as USCGAUX personnel. This will serve to increase the instructor pool and capture economies of scale in production and printing. Partnerships offer other opportunities beyond cost sharing, however. A major potential benefit of partnerships is that we can increase the number of instructors and students taught by employing the resources (skills, contacts, and personnel) of our partner organizations

In another partnership, **USCGAUX and USPS** have developed a new short course based on CD-ROM technology named **America's Boating Course (ABC)**. Appropriate for both classroom and self-study, this course will ultimately be offered through the Internet. Exploitation of the self-study and Internet markets will enable many more students to be trained without corresponding increases in the number of instructors required. ABC will be released in late spring 2001 with the CD-ROM version available by July 2001.

USCGAUX has expended considerable resources in achieving a dramatic improvement in the quality of its courses. **USCGAUX** has developed new courses (e.g., **Boating Safely**) that focus on critical safety related information and can be presented in a short period (6-8 hours, rather than over a 6 to 12 week period) to provide greater convenience to boaters without sacrificing key content. Shorter courses enable more boaters to be trained with the same cadre of instructors and are particularly useful in states that have enacted mandatory education laws. Other course offered by USCGAUX include **Boating Skills and Seamanship (BS&S)**, and **Basic** and **Advanced Coastal Navigation (BCN/ACN)**). Over the years, these courses have continuously been improved.

USCGAUX courses have been completely redesigned to emphasize key safety related information, provide improved organization, eye appeal (use of color, improved graphics and layout), and readability (greater clarity, appropriate complexity). These improved materials are more attractive, professional, and are designed to appeal to younger generations that have different learning styles. USCGAUX will offer safety related **On Water Training (OWT)** to students, beginning in 2001. OWT is focused upon safety training, not operator proficiency or skills development—areas covered by commercial firms. OWT offers greater realism and the opportunity to increase the efficiency and intensity of training.

USPS will support the OBS precept of life jacket wear by including life jacket information in its Boat Smart Course, the Squadron Boating Course, and videos, as well as America's Boating Course, and the National Safe Boating Test. USPS will support the OBS precept of boater education by encouraging squadrons to teach as many boaters each year as the squadron has members. This is part of the criteria for a

national competition and award called the “Bowsprit Program”. Squadrons will identify and contact local organizations of “non-traditional” boaters and deliver appropriate training. USPS will support the OBS precept of safe and sober boating by including warnings about BUI in its courses, videos, America’s Boating Course and the National Safe Boating Test.

**All OBS partners are asked to coordinate with each other prior to the boating season to determine the best way to maximize boater education class offerings in the area.** Coordination of boater education courses allows partners to free up resources to use elsewhere as opposed to having to compete over the same markets. Coordinate so that targeted boater populations (canoeists and others) are included in outreach for boater education.

#### Raising Awareness among High Risk Boaters.

All OBS partners at the local level are encouraged to work with local PWC vendors and/or rental places (liveries) to get an appropriate safety message to operators before they buy or rent a PWC. (Ex: distribute videos or literature, conduct classes, etc.)

Similarly, partners are encouraged to explore innovative and non-traditional outreach approaches to other high-risk boater populations in a given area as appropriate. Look for approaches to which anglers, hunters, canoeists, or other groups may be receptive. Outreach techniques that might work for families on open motorboats may not be as effective with hunters. Partners are asked to find ways to reach people where they live using means they find comfortable.

Partners are asked to identify persons who have interpreter experience to reach out to recreational boaters with limited English-speaking abilities. These interpreters may be in the OBS coalition -- or they may not. Encourage any cultural organization whose members are interested in helping members of their culture to help OBS by serving as interpreters at schools, events, and in boating safety classes, and translating and distributing boating safety materials to members of their communities. Special emphasis should be on printing boating safety information in languages other than English in areas where there is a high immigrant population as part of the outreach to these communities.

#### Using Vendors, Organizations, and Others in Local Outreach.

All partners are encouraged to seek out local venues for distribution of BoatSmart or boating safety-related literature printed by coalition partners. Possible venues include: tax assessor offices, bait shops, gun shops, sporting goods stores, and grocery stores near camping areas, lakes, or parks. Partners should work with local park rangers, marine police, and other officials to ensure they have boating safety literature and other materials.



Consider using “teach the teacher” methods of getting boating safety messages across to public, particularly for boater groups identified as “high risk” within the region. For example, boating authorities such as Coast Guard members or local police authorities may have difficulty reaching out to certain boater populations because their uniforms and law enforcement identification in the eyes of a particular boater group. In such cases, it might be wise to offer to come to a rifle range or a kayaking school or other instructor venue and give a lesson on boating safety to the instructors. The instructors can then provide the message to students who might otherwise be reluctant to receive it from someone from a federal agency attending in uniform with a similar message.

Consider coordinating with local safety offices at military bases for training during stand-downs and/or safety offices at local factories, businesses, government offices, senior centers, and other entities that regularly provide safety training to their members or employees.

Consider ways to incorporate the OBS message at local tournaments and marines events, schools, churches, at career days, Kids Day events, teen-centered events, etc. Include information that can be incorporated into science curriculum (how hypothermia develops, how life jackets maintain buoyancy, how alcohol affects reaction time and survivability, how to determine drift, how to measure area involved in a search, etc.) All OBS partners are encouraged to coordinate whenever possible with other coalition members to increase “presence” in the classroom or at the event. The OBS Project Officer will collect and disseminate information on existing programs, school curricula and other ready-made materials that could be used in one or more venues.

All OBS partners at the local level should try to make a concerted effort to include minorities in the recreational boating community in all outreach efforts. Partners are encouraged to look for ways to work with minority or cultural organizations and organizations that work in minority areas. Organizations to consider in coordinating efforts in minority outreach include:

- **Local chapters of the NAACP and other ethnic or cultural organizations**
- **Local YMCAs**
- **Churches**
- **Rotary Clubs and Jaycees**
- **Local lodge clubs**
- **Local chambers of commerce**

#### Raising Awareness in the Schools.

Have parents come to school when a boating safety demonstration is planned. They can bring their boats in for a special VSC conducted in the school parking lot.

### Media Outreach at the Local Level.

Use the media whenever possible to spread the word about boating safety. For marine events, coalition partners should provide reporters with appropriate boating safety literature before the event stressing the BoatSmart message as it applies to this event. Coast Guard commands have been directed to ensure that spokespersons for all commands will take every opportunity to speak to the media about the BoatSmart message, especially as it relates to a recent case that highlights OBS precepts as appropriate. Coast Guard commands have also been asked to have appropriate boating safety literature on hand to give to reporters during interviews on SAR cases or marine events and include the BoatSmart message about prevention on command web sites or when giving speeches or demonstrations. Other boating authorities may want to consider using similar techniques to raise boater awareness.

Public Affairs staffs should seek opportunities to advance the BoatSmart message to targeted boater populations via local newspapers, radio or TV programs. Examples of possible venues include:

- **local fishing programs,**
- **call-in radio shows,**
- **radio and television interviews**
- **school and local government public information channels on TV**
- **guest columns in the local papers**
- **articles in local or regional boating, fishing and/or hunting magazines**
- **web sites, not just partners' sites, but also sites for local chambers of commerce, town government, local businesses, and local chapters of organizations (e.g.: MADD, SADD, American Red Cross, YMCA, etc.)**

Coast Guard Public Affairs Offices have been directed to include information on all press releases as to whether life jackets were or were not worn in all recreational boating accidents and if relevant whether alcohol was a factor in an accident. PAOs have also been asked to consider including boating safety information that is relevant to the four key OBS precepts. Press releases could include ways incident could have been avoided or mitigated by wearing life jackets, staying with the boat, etc. Other boating authorities may want to consider similar efforts.

### The VSC Program in Raising Awareness at the Local Level.

All boating authorities are encouraged to look for ways to support the VSC program. Boarding officers could coordinate RBS and/or LE patrols with USCGAUX, USPS, or local officials who have VSC authority to encourage boaters to get a VSC before going out on the water where boardings are being conducted. In the Coast Guard, boarding officers may elect not to board a vessel with a VSC decal if the vessel is being operated in a safe and responsible manner. Boat operators who do not have a VSC sticker will be encouraged to get one. These boarding officers have been asked to have information available on various boater education courses available and VSC

locations in the local area as they make contacts with boaters. Other boating authorities may want to consider similar efforts.

#### Other Efforts to Raise Awareness.

The FCC has mandated all new designs for radios to include VHF-DSC capability. These radios are now showing up on boats all over the country. The Coast Guard will not have complete coverage for distress calls on VHF-DSC until 2006, and there is no requirement for registering this equipment when it is bought. All OBS partners are asked to seek ways to ensure this equipment is registered. Registration of 406 EPIRBs is another problem. Outreach efforts should also include these issues.

## APPENDIX C

### Tab E

### Enforcement Strategies

**NOTE:** Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.

#### National

Two key principles of OBS are directly related to law enforcement:

- **Safe boats (properly equipped and well-maintained vessels) save lives**
- **Safe and sober boating saves lives**

The OBS coalition currently has three partners some of whose members have law enforcement authority. The Coast Guard, NASBLA, and NWSC are directly involved with law enforcement. The NSBC, USCGAUX, and USPS all have stated public positions on the need for strong legislation and strict law enforcement with regard to certain issues.

Nationally, the partners agree that BUI enforcement must be a priority in enforcement efforts. All also agree on the importance of enforcing boating violations and at least minimal carriage requirements on vessels. The partners will work to support State BLAs who wish to enact stronger legislation in their states. (See Appendix C, Tab F, Legislative Strategies.)

#### Regional and local efforts.

##### Support Strategies

At the regional level, Coast Guard **District Commanders have been directed to make BUI enforcement a priority** as part of their preventive response measures for SAR. District Commanders will work with state authorities to establish MOUs throughout their AORs for arrest, custody and incarceration procedures for BUI

suspects. They will also explore the possibility of joint law enforcement policies with State BLAs.

**District Commanders**, after due consideration of operational constraints and subject to the availability of funds, **may stand up one or more Boating Safety Strike Teams for use in coordinated boating safety and law enforcement efforts in inland waterways**. Such teams have been stood up in some fashion in most Districts. A team may consist of active duty personnel from shore commands or from cutters while cutters are in Charlie status, reservists, Auxiliarists (RBS patrols only), and/or State or local law enforcement authorities. The purpose of Boating Safety Strike Teams is to provide quick response to unique events and opportunities, particularly in inland areas, working in tandem with State and local authorities. A Strike Team may be used to assist in training State or local marine officers, conduct liaison with State and local law enforcement agencies, and increase Coast Guard presence in areas where there is little or no permanently assigned presence, thus serving as a force multiplier for State agencies. Strike Teams should not go into any jurisdictions without the approval of appropriate authorities. District Commanders and State BLAs are encouraged to work together to determine the best use of the Strike Teams.

The OBS coalition strongly encourages all law enforcement partners at the regional level to ensure that subordinate units are aware of relevant MOUs between the CG and the State or other relevant boating authorities (such as USACE) that should be incorporated into unit operating procedures as a ready reference and procedural guide for all boating safety matters in areas of concurrent jurisdiction. Include State BLAs and other agencies in operational planning and communicating issues of mutual concern.

OBS partners may want to **consider requesting assistance from FCC** to get ham radio operators to assist law enforcement personnel in tracking down hoax mayday calls. The Coast Guard Atlantic Area OBS Project Officer will investigate this possibility at the national level and apprise all law enforcement authorities of efforts on their behalf.

District Commanders are encouraged to **invite local boating authorities, Auxiliarists, and Squadron members to attend Commanding Officers (COs) Conferences and Officers in Charge (OinCs) Marine Enforcement Conferences** in order that Group Commanders and OinCs may learn more about the operations and procedures of local boating authorities in their areas. Such networking is important in building trust and opening the lines of communication for better law enforcement at the local level.

#### BUI Enforcement

District Commanders have been directed to ensure that **all commands** within their AORs **make BUI enforcement a priority** as part of their preventive response measures for SAR. District Commanders will work with state authorities to establish MOUs for arrest, custody and incarceration procedures for BUI suspects and explore the possibility of joint law enforcement policies with State BLAs. District Commanders

will ensure that Coast Guard personnel have adequate training in BUI enforcement. Opportunities at the local level could include:

- (1) **offering boarding officer or MLE training to local law enforcement officials on a space available basis;**
- (2) **forming partnerships with local agencies for intelligence-gathering, LE and training;**
- (3) **participating in joint law enforcement patrols; and**
- (4) **working together to identify and target areas and times of drug and alcohol use on the water**

One idea might be to give an award to the station or local law enforcement detachment with the most BUIs. Local units may also want to consider using other partners, newspapers, or vendors to advertise when units will be out in force, much like state troopers do with speed traps during holiday weekends. Partners are strongly urged to consider joint operations that show the boating public the seriousness of the efforts. **Strong BUI enforcement is preventive SAR.**

### Boarding Officer Policies

Details on Coast Guard boarding officer policies will be outlined in separate official directives. However, the below general guidelines are offered for consideration by other law enforcement partners. As a general idea, in areas where there is jurisdiction by more than one law enforcement body, partners may want to consider determining a joint boarding policy to lessen confusion among the boating public.

**Coast Guard boarding officers**, following guidance set by the Area Commanders, **will honor the VSC decal whenever possible** while conducting boating safety patrols.

CG boarding officers will make a concerted effort to make contact with recreational vessels of all types and descriptions. However, **special attention should be made to board boaters whose type of vessel or boater activity has been pre-identified as being more at risk for an accident or a fatality than other vessel types or activities in that area.**

The Coast Guard has adapted its “Fix a Ticket” program to include a provision that boaters who receive a boarding that results in carriage discrepancies can mitigate the citation by passing a VSC check and receiving a decal after first correcting the discrepancy. (Policy also allows tickets to be mitigated if the boaters can show receipts for the purchase of the cited equipment.) **Boarding officers may want to consider working jointly with local Auxiliary, U.S. Power Squadrons or other authorized VSC providers during patrols.** VSC providers could let boaters at the dock know about the patrols in force and suggest the boaters get a VSC prior to leaving the dock.

The OBS coalition strongly encourages all law enforcement partners at the local level to **incorporate relevant MOUs between their respective organizations into unit operating procedures as a ready reference and procedural guide** for all boating safety matters in areas of concurrent jurisdiction.

## **APPENDIX C, Tab E Enclosure One**

### **Blood Alcohol Concentration (BAC) Changes in Federal Law**

Effective 10 January 2001

**1862 Federal Register** / Vol. 66, No. 7 / Wednesday, January 10, 2001 / Rules and Regulations

#### **Federalism**

We have analyzed this rule under Executive Order 13132, Federalism, and have determined that, because the Federal BAC standard will not supercede or preempt any enacted State BAC standard, this rule does not have implications for federalism under that order.

#### **Unfunded Mandates Reform Act**

The Unfunded Mandates Reform Act of 1995 (2 U.S.C. 1531–1538) requires Federal agencies to assess the effects of their regulatory actions not specifically required by law. In particular, the Act addresses actions that may result in the expenditure by a State, local, or tribal government, in the aggregate, or by the private sector of \$100,000,000 or more in any one year. Though this rule will not result in such expenditure, we do discuss the effects of this rule elsewhere in this preamble.

#### **Taking of Private Property**

This rule will not affect a taking of private property or otherwise have taking implications under Executive Order 12630, Governmental Actions and Interference with Constitutionally Protected Property Rights.

#### **Civil Justice Reform**

This rule meets applicable standards in sections 3(a) and 3(b)(2) of Executive Order 12988, Civil Justice Reform, to minimize litigation, eliminate ambiguity, and reduce burden.

#### **Protection of Children**

We have analyzed this rule under Executive Order 13045, Protection of Children from Environmental Health Risks and Safety Risks. This rule is not an economically significant rule and does not concern an environmental risk to health or risk to safety that may disproportionately affect children.

#### **Environment**



We considered the environmental impact of this rule and concluded that, under figure 2–1, paragraph (34)(a), of Commandant Instruction M16475.1C, this rule is categorically excluded from further environmental documentation. The rule makes a minor revision to the Federal BAC standard for the level at which an operator of a recreational vessel is deemed to be impaired. A “Categorical Exclusion Determination” is available in the docket where indicated under **ADDRESSES**.

## **List of Subjects**

### *33 CFR Part 95*

Alcohol and alcoholic beverages, Drugs, Marine safety, Vessels.

### *33 CFR Part 177*

Alcohol and alcoholic beverages, Drugs, Marine safety, Vessels.

For the reasons discussed in the preamble, the Coast Guard amends 33 CFR parts 95 and 177 as follows:

## **PART 95—OPERATING A VESSEL WHILE UNDER THE INFLUENCE OF ALCOHOL OR A DANGEROUS DRUG**

1. The authority citation for part 95 continues to read as follows:

**Authority:** 33 U.S.C. 2071; 46 U.S.C. 2302; 49 CFR 1.46.

2. Revise the part heading to read as shown above.

### **§ 95.001 [Amended]**

3. In § 95.001(a), remove the words “intoxication.” and “intoxicated” and add, in their place, the words “under the influence of alcohol or a dangerous drug.”

4. Amend § 95.010 by adding the following definitions in alphabetical order to read as follows:

### **§ 95.010 Definition of terms as used in this part.**

\* \* \* \* \*

*Blood alcohol concentration level* means a certain percentage of alcohol in the blood.

\* \* \* \* \*

*State* means a State or Territory of the United States of America including but not limited to a State of the United States, American Samoa, the Commonwealth of the Northern Marianas Islands, District of Columbia, Guam, Puerto Rico, and the United States Virgin Islands.

\* \* \* \* \*

*Under the influence* means impaired or intoxicated by a drug or alcohol as a matter of law.

\* \* \* \* \*

5. Amend § 95.020 by revising the section heading, the introductory text, and paragraph (a) to read as follows:

### **§ 95.020 Standard for under the influence of alcohol or a dangerous drug.**

An individual is under the influence of alcohol or a dangerous drug when:

(a) The individual is operating a recreational vessel and has a Blood Alcohol Concentration (BAC) level of .08 percent or more, by weight, in their blood.

\* \* \* \* \*

6. Amend § 95.025 by revising the section heading and paragraphs (a) and (b) to read as follows:

**§ 95.025 Adoption of State blood alcohol concentration levels.**

(a) This section applies to operators of recreational vessels on waters within the geographical boundaries of any State that has established by statute a blood alcohol concentration level for purposes of determining whether a person is operating a vessel under the influence of alcohol.

(b) If the applicable State statute establishes a blood alcohol concentration level at which a person is considered or presumed to be under the influence of alcohol, then that level applies within the geographical boundaries of that State instead of the level provided in § 95.020(a) of this part.

\* \* \* \* \*

**§ 95.030 [Amended]**

7. Amend § 95.030 by revising the section heading and the introductory text to read as follows:

**§ 95.030 Evidence of under the influence of alcohol or a dangerous drug.**

Acceptable evidence of when a vessel operator is under the influence of alcohol or a dangerous drug includes, but is not limited to:

\* \* \* \* \*

**§ 95.040 [Amended]**

8. In § 95.040, paragraph (a), remove the word “intoxicated” and add, in its place, the words “under the influence of alcohol or a dangerous drug.”

**PART 177—[AMENDED]**

9. The authority citation for part 177 continues to read as follows:

**Authority:** 46 U.S.C. 4302, 4311; 49 CFR 1.45 and 1.46.

**§ 177.07 [Amended]**

10. In § 177.07(b), remove the word “intoxicated” and add, in its place, the words “under the influence of alcohol or a dangerous drug.”

Dated: December 27, 2000.

**Terry M. Cross,**

*Rear Admiral, Coast Guard, Assistant  
Commandant for Operations.*

[FR Doc. 01–551 Filed 1–9–01; 8:45 am]

**BILLING CODE 4910–15–P**

## APPENDIX C

### Tab F

### Legislative Strategies

**NOTE: Coast Guard active duty and Reserve forces in both the Coast Guard's Atlantic Area and Pacific Area shall cooperate with all OBS partners within their respective AORs on all mutually agreed-upon initiatives contained within this document. For other Operation BoatSmart partners and regional, state or field units, this document offers planning guidance only, unless specifically directed by appropriate authorities within their respective organizations.**

Several OBS partners, including the Coast Guard, CG Auxiliary, US Power Squadrons, NASBLA, NSBC, and NWSC have taken public positions on the need for mandatory education and other boating safety issues. As the Coast Guard, NASBLA, and the states develop their legislative and regulatory agendas and recommendations, OBS partners can work to find ways to support these initiatives.

**All OBS partners are encouraged to offer support to State Boating Law Administrators (BLAs) who are trying to enact boating safety legislation** in their States. While OBS partners are encouraged to voice their support to the BLA, they are cautioned to refrain from specific actions until the BLA requests support from the partner. The BLA is in the best position to determine what type of support is best; therefore, **active support should be given only with the approval of the BLA concerned.**

District Commanders and RBS specialists, Auxiliary Commodores and Auxiliary State Liaison Officers (SLOs), USPS District Chief Commanders and their SLOs, and other partners are encouraged to establish an active liaison with the State Boating Law Administrators within their respective jurisdictions.

Coast Guard employees are prohibited from lobbying; i.e., urging legislators to vote for or against a particular legislative provision. However, this prohibition does not restrict an employee's freedom to assist the BLA by providing information to the BLA's office and educating legislators concerning facts and circumstances relevant to proposed legislation, including the anticipated consequence of such legislation if enacted. Coast Guard employees may assist a State BLA by researching and providing information to the BLA's office on matters that may have relevance to the issue. Coast Guard employees may testify at State or Local government hearings with regard to information that may have relevance to the issue. "Relevant information" may include

search and rescue statistics (national and/or regional), case studies and case files, cost figures, time spent, effect on workload, and other factors related to the issue, expert testimony, etc. The Coast Guard may also be able to offer testimony on legislation that has been passed in other States and how it has affected the number of SAR cases or the fatality rates there. Coast Guard employees may also generally communicate relevant Coast Guard policy positions adopted independent of the specific legislative item, such as the Coast Guard's support for mandatory boater education laws. Coast Guard employees shall consult with their servicing legal office prior to accepting an invitation to testify at a State or Local government hearing. Legislative proposals should be identified sufficiently in advance to consider whether the Coast Guard should prepare a formal position with regard to them. Formal Coast Guard views on State legislation should only be communicated publicly after consultation with appropriate program directorates at Coast Guard Headquarters, which should include Coast Guard Congressional and Governmental Affairs (G-ICA). No actions should be taken without the approval of the State BLA concerned.

**The Auxiliary** is interested in and supports legislative efforts to enhance boating safety when appropriate. While the Auxiliary cannot lobby or imply federal government sanction in matters more appropriate to state or local legislative intervention, it **can comment, based on existing approved policy guidelines and provide "expert opinion" when authorized.** Working in conjunction with boating safety organizations such as NASBLA and the appropriate State BLAs, the National Transportation Safety Board (NTSB), the National Recreational Boating Safety (NRBS) Coalition, and others, the Auxiliary may pursue improved public and private efforts to identify risks which may require legislative intervention, effective counter measures, and sources of expertise. District Commodores and their SLOs are encouraged to stay apprised of pending legislation and offer their assistance to the BLA whenever possible. Specific actions should only be taken with the approval of the State BLA concerned. Further details on Coast Guard Auxiliary participation in legislative matters is contained in the Coast Guard Auxiliary Engagement Plan.

The **U.S. Power Squadrons** and other organizations have taken public stands on a number of boating safety issues and are able to lobby directly in support of proposed legislation by a State's BLA. USPS has District Chief Commanders, State Liaison Officers and other positions that can provide assistance to the States. These officers are encouraged to stay apprised of any legislative actions pending in their respective States and offer their assistance to the BLA whenever possible.

The **National Safe Boating Council** serves on American League of Anglers and Boaters (ALAB) and, through its efforts on this special committee, helps to provide information that encourages financial support to boating safety initiatives. The NSBC's mission is **boating safety**. Funds allocated for boating safety should be invested in support programs that reduce accidents and save lives. These programs include should include support for adequate levels of law enforcement, search and rescue services on the water and providing education and safety information programs for the

users who contribute to the federally managed Aquatic-Resources Trust Fund – the recreational boaters. While many boaters admittedly love to fish, the OBS partners have a duty to reasonably provide for the basic public safety needs of the people on the water. According to the National Transportation Safety Board, “the highest loss of life in the marine mode of transportation is in recreational boating.” In 1990, the NTSB added recreational boating to its list of “Most Wanted” safety transportation improvement areas.

**According to the Recreational Boating and Fishing Foundation, over 35 million Americans age 16 and older go fishing, while more than 72 million Americans participated in recreational boating in 2000.** The Aquatic-Resources Trust Fund is a proven method of capturing a substantial funding source from the waterway user. A problem exists with the equitable distribution of this funding in support of the safe use of aquatic resources and to support the men and women who respond to the boater and angler in distress. The partners have an opportunity to correct this problem to the mutual benefit of anglers and boaters. NSBC will present information to ALAB and others that encourages greater financial support to boating safety initiatives.

The **National Water Safety Congress** will continue to support NASBLA and the efforts of other governmental organizations to enact boating safety education, including mandatory boater education and life jacket wear requirements. The NWSC has historically supported such legislative proposals through resolutions of support drafted by the Board of Directors and approved by the membership at the annual membership meeting. NWSC board members have also been active in supporting and promoting legislative initiatives by providing data, writing letters of support to State BLAs and NASBLA, and testifying before committees in state legislatures and in the U.S. Congress. Its most recent effort included writing letters to the Executive Director of NASBLA in support of NASBLA’s efforts to reauthorize Wallop-Breaux in 2003.

## APPENDIX D

### Directory

**NOTE:** The partners have provided the information in this directory as an aid to field units to better coordinate activities with other nearby partners. It is not for use by any party for anything other than the intended use. The information contained below is not intended to be all-inclusive and no claim is made for its accuracy. Corrections or additions to the Directory should be made through the appropriate coalition partners.

### U.S. Coast Guard Points of Contact

#### Operation BoatSmart POCs:

- Operation BoatSmart Project Officer and Atlantic Area POC: CDR Kim Pickens, 757-398-6568, ([kpickens@lantd5.uscg.mil](mailto:kpickens@lantd5.uscg.mil))
- Operation BoatSmart Pacific Area POC: Commodore Barbara Sands, 907-333-6275, ([bsands@alaska.net](mailto:bsands@alaska.net))
- Assistant Operation BoatSmart Project Officer: LCDR Nona Smith, ([nonasmith@home.com](mailto:nonasmith@home.com))

#### Coast Guard Information Websites:

- For a **State by State listing of Coast Guard units**, go to: <http://www.uscg.mil/hq/g-s/g-si/g-sii/sbs/sbsindex.htm>
- For additional information on the Coast Guard, go to: <http://www.uscg.mil/overview/> or <http://www.uscg.mil/general.html>.
- For the Coast Guard Office of Boating Safety, go to: <http://www.uscgboating.org>.

#### Recreational Boating Safety (RBS) Specialists and Information by District:

- **First District:** RBS Specialist: Al Johnson, 617-223-8464, ([ajohnson@d1.uscg.mil](mailto:ajohnson@d1.uscg.mil)). See also <http://www.uscg.mil/d1/>
- **Fifth District:** RBS Specialist: Steve Phillips, 757-398-6204, ([sphillips@lantd5.uscg.mil](mailto:sphillips@lantd5.uscg.mil)). See also <http://www.uscg.mil/lantarea/index.html>
- **Seventh District:** Director of Auxiliary: CDR Kurt Nancarrow, 305-415-7052, ([knancarrow@d7.uscg.mil](mailto:knancarrow@d7.uscg.mil)). See also <http://www.uscg.mil/d7/>
- **Eighth District:** RBS Specialist: Kevin Kelly, 504-589-6770, ([kkelly@d8.uscg.mil](mailto:kkelly@d8.uscg.mil)). See also <http://www.uscg.mil/d8/uscgd8.htm>
- **Eleventh District:** RBS Specialist: Greg Schafer, 510-437-5364, ([gschafer@d11.uscg.mil](mailto:gschafer@d11.uscg.mil)). See also <http://www.uscg.mil/D11/>

- **Thirteenth District:** RBS Specialist Don Knesebeck, 206-220-7257, ([dknesebeck@pacnorwest.uscg.mil](mailto:dknesebeck@pacnorwest.uscg.mil)). See also <http://www.uscg.mil/d13/default.htm>.
- **Fourteenth District:** RBS Specialist Kent Richards, 808-541-2161, ([krichards@d14.uscg.mil](mailto:krichards@d14.uscg.mil)). See also <http://www.uscg.mil/d14/>
- **Seventeenth District:** RBS Specialist: Sue Hargis, 907-463-2297, ([shargis@cgalaska.uscg.mil](mailto:shargis@cgalaska.uscg.mil)). See also <http://www.uscg.mil/d17/>.

## U.S. Coast Guard Auxiliary

### Operation BoatSmart Points of Contact

- Operation BoatSmart Auxiliary Project Officer: Jack Nourie, 757-399-8138 ([jenourie@pilot.infi.net](mailto:jenourie@pilot.infi.net)).
- Executive Agent for the Coast Guard Auxiliary National Executive Committee: Commodore Gene Seibert, ([gseibert@lucent.com](mailto:gseibert@lucent.com))

### Coast Guard Auxiliary Information Websites

- For more information on the Coast Guard Auxiliary, go to: <http://www.cgaux.org/>. For Information on the Office of Auxiliary, go to: <http://www.uscg.mil/hq/g-o/cgaux/default.htm>
- For a listing of the **nearest Coast Guard Auxiliary Flotilla**, go to: <http://www.cgaux.org/cgauxweb/public/pubframe.htm>.

### Coast Guard Directors of Auxiliary and Information by District

- **First District:** Northern Region -- CAPT George Matthews, 617-223-8214, ([GMathews@d1.uscg.mil](mailto:GMathews@d1.uscg.mil)). Southern Region -- CDR Ed Seebald, 212-668-7990 ([ESeebald@batterynewy.uscg.mil](mailto:ESeebald@batterynewy.uscg.mil)).
- **Fifth District:** Northern Region -- CDR Stephen Minutolo, 215-271-4933, ([Sminutolo@dirauxphiladelphia.uscg.mil](mailto:Sminutolo@dirauxphiladelphia.uscg.mil)). Southern Region -- CDR Dennis Sens (CDR Andrea Contratto after 6/01), 757-398-6688, ([dsens@lantd5.uscg.mil](mailto:dsens@lantd5.uscg.mil))/([acontratto@lantd5.uscg.mil](mailto:acontratto@lantd5.uscg.mil)).
- **Seventh District:** CDR Kurt Nancarrow, 305-536-5697, ([Knancarrow@d7.uscg.mil](mailto:Knancarrow@d7.uscg.mil)).
- **Eighth District:** Central Region -- CDR Martin Phillips, 504-589-2972, ([mphillips@d8.uscg.mil](mailto:mphillips@d8.uscg.mil)). Eastern Region -- CDR Phillip Stephenson, 502-625-7543, ([Pstephenson@dirauxlouisville.uscg.mil](mailto:Pstephenson@dirauxlouisville.uscg.mil)). See Western Region -- LCDR Barry Fox, 314-539-3900, ext. 212, ([bfox@cgstl.uscg.mil](mailto:bfox@cgstl.uscg.mil)).
- **Ninth District:** CAPT John Currier, 216-902-6062, ([jcurrier@d9.uscg.mil](mailto:jcurrier@d9.uscg.mil)).
- **Eleventh District:** Northern Region -- LCDR Mary Cox, 510-437-3326, ([m.cox@d11.uscg.mil](mailto:m.cox@d11.uscg.mil)), Southern Region -- CDR John Ochs, 310-732-7291, ([jochs@d11.uscg.mil](mailto:jochs@d11.uscg.mil)). See also
- **Thirteenth District:** CDR Eldo DeLong, 206-220-7080, ([edelong@pacnorwest.uscg.mil](mailto:edelong@pacnorwest.uscg.mil)). See also

- **Fourteenth District:** LCDR Robert Kohlhoff, 808-541-2235, ([rkohlhoff@d14.uscg.mil](mailto:rkohlhoff@d14.uscg.mil)). See also
- **Seventeenth District:** LCDR Chris Honse, 907-463-2244, ([chonse@cgalaska.uscg.mil](mailto:chonse@cgalaska.uscg.mil)). See also

## **U.S. Power Squadrons**

### **Operation BoatSmart Points of Contact**

- Operation BoatSmart USPS Point of Contact: P/D/C Fred Adame, SN, 321-783-0154, ([fnav@earthlink.net](mailto:fnav@earthlink.net))
- National Executive Officer: V/C Ted Smith, N, 313-961-8140, ([THSUSPS@aol.com](mailto:THSUSPS@aol.com))

### **USPS Information Website**

- For information or to **locate the nearest Power Squadron**, go to: <http://www.usps.org/>

## **National Association of State Boating Law Administrators**

### **Operation BoatSmart Points of Contact**

- Operation BoatSmart Point of Contact: Mike Wilson, President, 501-223-6399, ([jmwilson@agfc.state.ar.us](mailto:jmwilson@agfc.state.ar.us))
- Vice-President Steve Hall, 401-222-2284, ([shall@dem.state.ri.us](mailto:shall@dem.state.ri.us))
- NASBLA Headquarters Office: 859-225-9487 ([info@nasbla.org](mailto:info@nasbla.org)). See also John Johnson ([john@nasbla.org](mailto:john@nasbla.org)) or Ron Sarver ([ron@nasbla.org](mailto:ron@nasbla.org)).

### **NASBLA Information Website**

- For information on NASBLA, including a **directory of all State Boating Law Administrators** and other members, go to: <http://www.nasbla.org/>.

## **National Safe Boating Council (NSBC)**

### **Operation BoatSmart Point of Contact**

- NSBC Executive Director: Vigil Chambers, 740-666-3009 ([NSBCdirect@safeboatingcouncil.org](mailto:NSBCdirect@safeboatingcouncil.org))

### **NSBC Information Web site**

- For information on NSBC, go to: <http://www.safeboatingcouncil.org/>
- For information on the North American Safe Boating Campaign, go to: <http://www.safeboatingcampaign.com/>



- For an **alphabetical listing of members**, go to:  
<http://www.safeboatingcouncil.org/mem/member.htm>

## **National Water Safety Congress (NWSC)**

### **Operation BoatSmart Point of Contact**

- President Steve Fairbanks, 515-276-4656, ext. 226,  
([stephen.b.fairbanks@mvr02.usace.army.mil](mailto:stephen.b.fairbanks@mvr02.usace.army.mil))

### **NWSC Information Website**

- For information on the National Water Safety Congress and a **list of members**, go to: <http://www.watersafetycongress.org/index.html>.